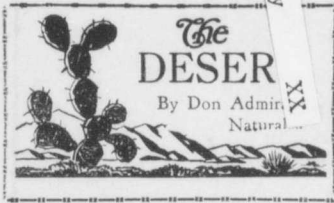


1700 Copies



My work as a naturalist has largely to do with the study of the flora, fauna, geology and ecology of the desert country which entails much scientific study that is not directly of interest to the general public but translated into popular language becomes an important and interesting factor in the visitor-interest of Palm Springs. My work, as far as the general public is concerned, has been writing and lecturing of the natural history of the desert in language understandable by those persons who are not scientifically trained. This has been great fun and I have done so willingly and at my own expense.

But aside from my part in this work or what residents not interested may think the fact remains that a permanently prosperous community cannot be built on solely artificial pleasures and upon the fame and in some cases the notoriety of persons temporarily employed in an industry in which fame and poverty are often less than a year apart. Here today, gone tomorrow, also applies to their transitory affections for resorts and there is no reason to believe that Palm Springs will be an exception.

All of which leads back to the type of persons and the pursuits upon which the fame of Palm Springs was built; persons who enjoyed the desert, its sunshine, its restfulness, its lack of the hectic existence from which the visitor fled in leaving the Eastern city and seeking the desert; conversation along homey lines as visitors and villagers lazed under the palm trees, horseback riding over the desert and into the mountain canyons; early to bed, up in the morning with clear heads to enjoy again the desert day. That type of visitor made Palm Springs (Continued On Fifth Page)

Firemen's Ball Saturday Night

The firemen's ball, which will be held at the school auditorium tomorrow (Saturday) evening gives promise of being one of the most enjoyable events of its kind ever held here, for one of the best dance orchestras will supply the music. Chuck Cascales' Hollywood Collegiate, an eight-piece orchestra, will be here for the occasion. The firemen will spend several hundred dollars in preparations for the dance, to attract the terpsichoreans of Palm Springs and vicinity.

The proceeds will be used for a very worthy purpose, to buy much needed fire-fighting equipment, and if there is anything left, it will be placed in a fund for the assistance of any local fireman who may be injured while in the line of duty.

The public is urged to buy tickets. Whether one can dance or not, or even if he cannot attend the affair, he is asked to drop in at the fire station or look up a fireman and buy as many tickets as he can afford to buy. The firemen work for the community for only \$1 a month. The public now has an opportunity to show their appreciation.

Making further plans for an early start on her proposed Algerian Village, Mrs. Alice Rinaldo, eastern writer, was in Palm Springs last week. Mrs. Rinaldo, who has been staying at the Ambassador in Los Angeles and the Del Tahquitz here, proposes to establish a typical Algerian Village on her forty-acre property which lies between Palm Springs and La Quinta. She hopes to get work started before the end of this season. Mrs. Rinaldo hopes to make her little community a music and art center as well as an area of picturesque homes.

M. M. Pavny, who has the Pavny's Trailer Mart on Amado Road off Palm Canyon Drive, just west of the Standard Station, this week installed additional wiring and took additional space for his display. He is showing both new and used trailers.

Incorporation Petition Is Now Ready

The petition asking for the incorporation of Palm Springs is on file at the office of the Chamber of Commerce, in the Redlands Laundry building on Palm Canyon Drive.

The committee on incorporation met Monday evening in the school house and discussed plans for the circulating of the petition. The legal committee reported that each signature must be verified by three witnesses, therefore it will be necessary for three qualified local registered voters, who own property in the area to be incorporated, to circulate the petition.

Thomas Lipps, Horace Cook and Roy Colgate volunteered their services to assist in circulating the petition whenever they have time available, however more volunteers will be needed to perform the task. Anyone who is willing to assist should communicate with Chairman Frank Bennett or Secretary Roy Colgate of the committee. There are several copies of the petition, and it is hoped to have one at the Chamber of Commerce office at all times.

It is advisable that those who plan to sign the petition should phone the Chamber of Commerce and make an appointment. The phone number is 4052. The co-operation of all the qualified voters will be appreciated by the committee. The petition must be signed by not less than 25 per cent of the property owners of the proposed corporation who own and represent at least 25 per cent of the value of the land included in said city limits, as the value is shown on the last assessment roll of the county.

Cree Elected President of Lions Club

Raymond Cree was elected president of the Lions Club at the first luncheon meeting of the new club, held in Carl's Rendezvous roof garden of the Plaza, yesterday noon.

Other officers elected were the following: Joe Schober, first vice-president; Francis Crocker, second vice-president; John W. Williams, third vice-president; Dr. Franz Buerger, secretary-treasurer; Ludie Britsch, lion tamer; John R. E. Chaffey, tail twister; Harry Batchelor, Al Weingarten, Rufus Chapman, Al Gardiner, directors. All the officers are also directors, thus forming a board of eleven directors.

The club members voted yesterday to meet each Thursday noon. Some excellent programs are in store for the local club, due to the fact that there is an abundance of talent available here, because outstanding men (Continued on Back Page)

Plaza Shops Present Forceful Sales Promotion Campaign to Shoppers of This Area

A most forceful and unique invitation is extended to the residents and visitors in Palm Springs by the 20 business establishments of the million-dollar Palm Springs Plaza, in a double-page advertisement in this issue of The Desert Sun. The invitation is sponsored by Robert Ransom, who conceived and directed the huge development of Palm Springs' new business center.

The advertisement calls attention to the fact that the shops are well supplied with the best brands and newest types of merchandise in large assortments. It is pointed out that prices are very reasonable for such quality merchandise, and that the patrons can shop leisurely, without having to worry about parking space for their cars, ample space having been provided for that purpose.

These shops ask that the people visit "Palm Springs Finest Shops" located in the Plaza, and they will be convinced that excellent values are offered. Following is



Bonnie Grey and her famous jumping horse, King Tut, who will jump over an automobile filled with passengers, at the Bull Fight on Sunday, January 24.

Bull Fight, Thrilling Stunts at the Palm Springs Field Club, Sunday, Jan. 24

Toreadores, Matarodes, wild Mexican bulls, sensational jumping horses, all from Mexico, will be featured at the bull fight at the Field Club on Sunday, January 24.

Other features on that day will be a 12-piece Mexican band, and Augie Gomez, champion trick roper of Mexico.

Margarito Luna of Mexico City, one of Mexico's number 1 bull baiters, Francisco Reyes of Torreon, Mexico, and Manuel Gonsales of Chihuahua City, will mix it with a succession of imported Mexican bulls bred for their fighting instincts.

The event is to be a comedy affair with no broken bones scheduled, but plenty of action from toreadores, matadores, picadors and bulls. There will be scarlet caps and costumes flashing with heavy gold embroidery. There will be Mexican music from a twelve-piece Mexican band.

F. C. Marshall, business manager of the outfit, is here this week making arrangements.

In the U. S. version of a bull fight,

it is the men, not the bulls and horses, who take the risk. The daring troupe of Mexican performers have made an outstanding success in the Northwest of their comedy display of Mexico's greatest art and pride in the way of sport.

The bull fight was originated recently by Ed Wright and Jess Byrd, former rodeo managers and performers, who got the idea from calf roping, a popular rodeo feature. The troupe is coming to Palm Springs from a long engagement at Juarez and will arrive complete with new bulls. An interesting side light in the inside management is the fact that no bull fighter, comedy or otherwise, will have anything to do with a steer. The steer, less given to rage than to reflection, will charge with his eyes wide open. The bull shuts his eyes tight during a charge, which gives the bull fighter a chance to make his graceful and breath-taking half turn which takes him out of reach of the bull's horns by a margin of a few inches.

More Than Double Average Season's Rainfall Now

More than double the average seasonal rain has fallen here so far this season. Tuesday's storm brought nearly a half inch, bringing the total to 6.71 inches for the season, as compared to 3.22 average for the entire season over a period of years. Here is the official record as measured by William Leoncio, chief of the fire department:

January 6	.26
January 7	.24
January 12	.49
This season to date	6.71
Average seasonal rainfall	3.22

the list of business establishments represented in the two-page advertisement:

Sale's Market and Peter Pan Pastry Shoppe.
Plaza Pharmacy and Fountain.
Plaza Garage, repairing, storage.
Plaza Motors, Chrysler, Plymouth.
Desmond's men's and ladies' shop.
Plaza Theatre.
Alvin Weingarten, insurance.
Christine and Don, coiffures.
Shop of Charm, jewelry.
Mary Kazhal, ladies' wear.
Carl's Restaurant and Rendezvous Roof.
Belle Hereley Studios, decorators.
Robert Ransom, realtor.
Acoma Indian Curio Shop.
Palm Springs Public Library.
California-Nevada Electric Corporation.
Tweeds and Weeds, sportswear.
Plaza Cleaners.
Plaza Service Station, General Petroleum.
Sport Deck, on the Roof of Plaza Garage.
Ceramic and Crafts Studio.
Russell M. Gray, M. D.

1500 New Mail Boxes Now Ready

Nearly 1500 new mail boxes are ready for patrons at the Palm Springs postoffice. L. D. Rhodes, of the U. S. postoffice department, has been here since the first of the year supervising the installation of the new equipment, and expects to finish his work today.

All of the old fixtures have been removed and new installed. In addition to the 1500 new boxes, there is an additional general delivery and stamp window to facilitate the service during rush hours.

All the mail boxes have three number combinations, thus it is practically impossible for anyone to open a mail box unless he knows the combination. There are three sizes of boxes, and large drawers for patrons who receive large quantities of mail. The drawers have Yale locks.

Postmaster R. M. Gorham will assign the same box numbers to patrons as they had before the change, as far as this is possible. However, it will be necessary to give new boxes to many. It is a difficult task for the clerks to become familiar with the new arrangement until they have learned to associate the new numbers with the names, therefore it is important that persons having boxes notify their correspondents of the new box numbers. Such co-operation on the part of the public will greatly speed up mail service and will be appreciated by the postoffice staff.

State Inspectors Clean Up Indian Reservation

State Inspectors Mott and Rugs, from the Division of Immigration and Housing, this week ordered a score of structures on the Indian reservation to be immediately destroyed and issued general and individual orders concerning the immediate improvement of sanitary conditions.

The order was given to eliminate from the reservation dangerous fire-traps and unsanitary conditions that might be detrimental not only to the Indians but neighboring white residents as well. The state of California has given its aid to federal and local authorities.

H. H. Quackenbush, federal law enforcement officer who has been placed by the Bureau of Indian Affairs in charge of the reservation as resident officer, asked the state to cooperate with a view of placing the local reservation under the jurisdiction of the state housing and sanitation regulations and backing it up with the Federal Code, Section 458, Title 18, of the code makes the state law applicable where no federal law covers the items in question, which is the case here.

As result, the state inspectors made several inspections here last season and got a start on their important work. Now, however, they are getting underway as the result of the government taking over the supervision on the first of the year of all affairs connected with the Palm Springs reservation.

The state men have ordered all shacks similar to that which recently constituted a funeral pyre for two Mexicans who were tragically burned to death here, to be torn down. Many others have been ordered rebuilt. The rehabilitation work, naturally, will add considerably to the appearance of section (Continued On Last Page)

Noted Polo Player Says This Is Greatest Polo Field in the World

Dave Whyte, noted polo player of Uplifters and Riviera Country Clubs of Southern California, visited the Palm Springs Field Club on Wednesday with Earl Coffman to see the progress of grass-growing on the polo field at the famed Palm Springs equestrian center.

Mr. Whyte, who taught noted polo players the art of the game, including Snowy Baker, Darryl Zanuck, Frank Borzage, was high in his praise of the Field Club's polo plans. "Here at the Palm Springs Field Club you can have the greatest polo in the world.

You will be able to play polo here more days of the winter season than at any other place and hence prominent wealthy polo players and their families will bring their strings of polo ponies here. Polo will add many desired wealthy and prominent people to Palm Springs. It is one of the greatest assets this resort can have to maintain its prestige as one of the outstanding resorts of the world. Every big resort has polo."

Mr. Whyte won the world championship bucking bronc riding title at Madison Square Garden, New York City, in 1922.

3594

Write this number in your telephone directory opposite the name "Desert Sun." Due to defective type this number cannot be read in the new telephone directory just issued. The Desert Sun has had this telephone number for many years.

Local People To Compete in Races Sunday

The amateur and professional harness races and gymkhana horseback games at the Palm Springs Field Club on Sunday afternoon, January 17 is the incentive for a traditional Palm Springs get-together of villagers and vacationists here.

Advance ticket sales indicate a large crowd will turn out to see local Palm Springs men and women driving in the harness races. Local cowboys and cowgirls will compete on Palm Springs horses in the gymkhana events.

Box seats for Sunday's event are now on sale at the Desert Inn, El Mirador and Palm Springs Drug Co. Two lady amateur drivers' harness races and two gentlemen drivers' sulky races are on the equestrian program at the Field Club on Sunday.

Amateur harness race driving has won wide favor here and among the Palm Springs ladies practicing sulky driving at the Field Club mornings this week are: Mrs. William Hill, Mrs. Marion Fulford, Mrs. George Robertson, Mrs. James B. Oliver, Mrs. Harold Hicks, Mrs. Francis Crocker, Miss Helen Lindsay, Mrs. Louise Webster, Mrs. Talman Chittenden, Mrs. Morris Johnson, and others.

Among Palm Springs men practicing sulky racing on the Field Club track this week were: Messrs. Alvah Hicks, Harold Hicks, Earle Strebe, William Walker, Harry Hanbury, H. I. Sparey, Earl Coffman, and others.

Mrs. Marion Fulford will drive Hal Wooden, fast pacing horse, in the ladies' races Sunday. Other ladies who will drive are Mrs. William Hill, Mrs. Talman Chittenden and Mrs. Francis Crocker.

Drivers in the gentlemen drivers' sulky races Sunday at the Field Club will include: William Walker, H. I. Sparey, Earl Coffman and Francis Crocker.

It will be a great day for local Palm Springs people who will watch their fellow villagers competing in the varied equestrian events.

Local cowgirls will compete in the horseback relay race and the cowgirl nightshirt race, both events sponsored by Little Bear, well-known Palm Springs horsewoman. The musical chairs on horseback event will be sponsored by Rogers Stables. The cowboys' bareback wrestling contest will be sponsored by Deep Well Guest Ranch Stables.

The program will get under way at 1:30 p. m. at the Field Club Sunday.

There will be several professional harness races on the program.

ONE DAY LEFT FOR PALM SPRINGS FURNITURE CO. SALE

With only one more day of the Palm Springs Furniture Company's Annual Clearance Sale before it is too late to take advantage of the remarkable values offered, C. E. Benedict, new manager of the store, announces that a huge shipment of new furniture will be in to delight desert home furnishers. Mr. Benedict, formerly of Bullock's Studio of Decoration and with five years of experience as assistant manager of Barker Brothers' Hollywood Store, has many new ideas in furniture merchandising and should prove to be an outstanding success as leader of Mrs. Thelma Wertheimer's popular store.

The Junior Chamber of Commerce will hold an informal dance and entertainment program on January 23. The committee in charge, headed by Andy Anderson, has picked Rogers Stables for the party and will have a cowboy orchestra. Refreshments will be served buffet style by Chuck Abbott.

LIMOUSINE Service. Phone 4444.

Desert Sun Sports

(By Jimmie Cooper)

Finishing touches have been added to the new Sportdeck, on the roof of the Plaza Garage, in preparation for their gala opening Saturday afternoon. This newest idea in sports should prove immensely popular with Palm Springs athletically inclined residents and visitors. Your correspondent was up on the roof Wednesday and although it was around three o'clock it was plenty warm enough for athletic attire. This on the day after the last rain. High awnings completely surround the entire roof and cut off any wind or breeze that might be blowing. The general scheme of the place seems to reflect the sun to the best advantage. Shuffleboard, badminton, ping-pong, archery and several other sports complete the sports-menu.

"Beans" Reardon, noted big league baseball umpire, will be the official greeter in charge of the Sportdeck. "Beans" has had a colorful career in sports and will probably be able to entertain with tales of the great and near-great of the diamond pastime.

Ran into Paul Chotteau, the famous channel and long-distance swimmer, on the street and broke the story about the proposed renewal of the Catalina-Mainland swim to him. He immediately wanted to know the details and when I told him they were in the morning edition of a Los Angeles daily he grabbed me by the arm and made a bee-line for the nearest news-stand. Chotteau has a little trouble with our language, being a Frenchman, so I pointed out the highlights of the story. Not being a bit bashful he immediately predicted victory for himself in the event the classic is staged again this summer.

The first Catalina Island-Mainland swim was staged in January of 1927 under ideal weather conditions. Usually in January the channel is very rough and a high wind prevails. The day of the swim broke clear and the water was glassy smooth. George Young, the Canadian boy, staggered on shore early in the morning after swimming all day and most of the night. He was the only one to finish due to the fact that there was only one prize and the others quit upon being told that Young had won. Wm. Wrigley, Jr., said then that he would never again stage the swim because it would probably never again have the same ideal conditions. He is now dead and his son, Phillip K. Wrigley, plans to commemorate his memory with a renewal of the first swim ten years ago.

Harry Cooper justified the faith placed in him by your sports editor by nabbing the Los Angeles Open golf tournament. He finished the four rounds ten strokes under par to lead a sterling field of golfers to the tape. Horton Smith, the Joplin ghost, another we warned you to watch, finished second, tied with Ralph Guhdahl. MacDonald Smith was obviously way off his game and finished far down in the final standings.

Stanley Barbee, Coca Cola tycoon and popular Palm Springs visitor many times each season, proved himself the most popular man at the Los Angeles Open Golf Tournament when he donated \$500 in additional prize money on the last day of the tournament. This was split up into \$25 bundles and given to the next twenty golfers in the standings after the original prize money was distributed. It certainly helped a lot toward expense money for some of the pros who happened to be out-of-the-groove and who would have been out of the money. This generous gesture on the part of Stan is typical of him as his many Palm Springs friends will testify. The Barbee Brothers are the sponsors of the Los Angeles Open for Coca Cola.

Mrs. James B. Oliver was crowned Ladies' Amateur Sulky Driving champion last Sunday as we blushing told you.

Please don't embarrass us by asking about our choice in the Santa Susanna Handicap at Santa Anita last Saturday. We can't always be right. Sports writers of the entire

Famous Folk Are Guests at Desert Inn

Mr. and Mrs. Chas. E. Cord (nee Mary Alice Mack) of Chicago are spending a few days of their honeymoon at the Desert Inn. Mr. Cord is connected with the Cord Automobile Company in Chicago.

J. H. Gilpin, president of the Northwest Chair Co. of Tacoma, Wash., is spending his vacation at the Inn and enjoying the golf and tennis.

From Bath, England, comes H. R. Harbridge, who is making a tour of the United States and Canada.

Wentworth F. Green and his sister, Mrs. G. H. Davies spent last week at the Desert Inn while waiting for the end of the shipping strike. Mr. Green is assistant purser on the S. S. Monterey.

Among others registered at the Desert Inn were: Mr. and Mrs. L. B. Cusick of Winnipeg, Canada; Mr. and Mrs. W. S. Pendleton of Portland, Oregon; Mr. and Mrs. A. Traub of New York City; Miss Mary Dixon of Boonton, New Jersey; Chas. Frederick Morse of Detroit, Mich.; Mr. and Mrs. J. C. Taylor of Philadelphia, Pa.; Mr. and Mrs. Frederick Stone, Mrs. Casper Whitney, child and nurse, Mrs. Chas. H. Morse, all of New York City.

Also Mrs. Fred E. White, Miss Mary White, and L. H. Norton of Cleveland, Ohio; Mrs. H. F. Ostrander, Miss Alice Ostrander and Miss Dorothy Barnes of Seattle, Wash.; Mr. and Mrs. E. G. Brandenburg of Denver, Colorado; Mr. and Mrs. C. H. Strong of Cleveland, Ohio; and Mr. and Mrs. Roy W. Corbett of Seattle.

country would probably pour into Palm Springs to picket The Desert Sun office if we picked a larger percentage of winners.

"Sticking Your Neck Out Department": \$3500 San Felipe Handicap, Santa Anita, Saturday, January 16, 1937. King Saxon, Accolade, Seabiscuit.

Ludie Britsch was the outstanding individual bowler of the evening last Tuesday night in the Palm Springs Junior Chamber of Commerce bowling matches.

COMMUNITY CHURCH PROGRAM FOR SUNDAY

Bible School at 9:45. Morning Worship at 11 o'clock. The choir under direction of Mrs. Ellis S. Gottbehuert appear in their new dark blue robes entering the church in procession.

The morning anthem is titled: "God is Spirit" by W. S. Bennett.

The pastor, Rev. John Robertson Macartney will give a sermon on the two words "As and So" as used in the Bible. This is one of a series of sermons on Single Words of the Bible.

At 7:30 o'clock the great sound picture entitled "King of Kings" will be shown in the church by the National Educational Film Foundation of New York. This great film, at first a silent picture has been purchased and done over with sound accompaniments and is being put on in many of the leading churches of the land.

Through the courtesy of certain business houses in Palm Springs this showing is made possible on two successive evenings, Saturday and Sunday nights at 7:30 o'clock.

No charge at the door for admission. The public invited to witness this great drama of the closing events in the life of our Lord.

All young persons should also witness the showing.

A silver offering is asked to defray expenses.

Sir William Chaytor, English notable who is spending the winter at El Mirador, suffered a broken arm Sunday while horseback riding. Returning to the stables, he was tumbled from his mount when he unexpectedly shied at an obstacle. After an emergency treatment by Dr. James B. Oliver he was taken to the Good Samaritan Hospital in Los Angeles.

CHIROPODISTS and FOOT SPECIALISTS

DRS. DELSON & WEHLE

Del Tahquitz Hotel

EVERY WEDNESDAY 9 TO 5

Phone 221

for appointment

MASSEUSE HERE FOR PROFESSIONAL SERVICES

Newest arrival in the Village is Miss Gunhild H. Hansen, formerly of Oakland, California and Oslo, Norway. Miss Hansen is an expert masseuse and physio-therapist, having been engaged in this line of work for the last seven years. She is a graduate of the Oslo Orthopedic Institute, in Oslo, Norway, where she studied under finest doctors on the continent. Recently she has been connected with the Paralto hospital in Oakland, California, where she had charge of the physio-therapy department for five years. She can be reached at her home on Palm Canyon Drive just south of Tillie's Cafe or by phoning 5964.

PALM SPRINGS POULTRY MARKET'S NEW FEATURES

The Palm Springs Poultry Market, on Indian Avenue just south of the school, has just completed alterations that now enable them to carry a stock of real imported Italian delicacies. Among the articles they have to delight the gourmet are salami, olives, anchovies, real Italian cheese, macaroni, spaghetti, red peppers and pure olive oil. Since their opening in November the Palm Springs Poultry Market have striven to give their customers the best of everything in the poultry and dairy foods line.

Mr. and Mrs. Carl Barkow left yesterday evening for the annual convention of the California Newspaper Publishers Association to be held in San Jose.

Mr. Howard Notman of New York City, is a guest at the Dr. Reid Clinic and Hospital. Mr. Notman is a distinguished artist.

TANNER Motor Livery. Phone 4444.

Lane's Stables

1/2 Mile East of Village Pharmacy
East Andreas Road

Make Reservations Early for your
Saturday & Wednesday
Breakfast Ride

Phone 4061

Geoffrey Bill of the Tweeds and Weeds Shop at the Plaza, has returned to Palm Springs after spending a week with his brother, Richard Bill, at their El Paseo Shop in Santa Barbara.



FINANCIAL STATEMENT

4%

With Safety

The San Geronio Building-Loan Association

Showing Condition As of December 31, 1936

ASSETS	
Cash on Hand and in Banks	\$ 3,968.98
Stock in Federal Home Loan Bank of Los Angeles	1,600.00
Loans Secured by First Trust Deeds (On improved Real Property—Repayable Monthly Over Period of Ten Years or Less)	238,363.91
Loans Secured by Our Own Certificates	475.00
Contracts of Sale of Real Estate	8,923.44
Interest Earned But Uncollected—Loans and Contracts	2,745.83
Office Premises—Net	6,183.55
Furniture, Fixtures and Equipment—Net	450.52
Property Acquired in Reversion—Net	6,966.21
Other Assets	704.78

TOTAL ASSETS \$270,382.22

LIABILITIES	
Accounts Payable (Including money to be disbursed on loans as buildings progress in the amount of \$4,280.54)	\$ 4,902.07
Borrowings—Federal Home Loan Bank of Los Angeles (Repayable in equal installments over a ten-year period)	18,625.00
Investment Certificates	172,570.72
Reserves and Undivided Profits	21,784.43
Paid in Surplus	2,500.00
Paid in Guarantee Capital Stock	50,000.00

TOTAL LIABILITIES \$270,382.22

Funds Invested by the 5th of Any Month Draw
Interest From the First of That Month

D. H. Gates	President	Theo. Backus	Director
D. A. Innes	Vice-President	H. W. Dill	Director
John O. Clark	Vice-President	George R. Barker	Director
C. O. Barker, Jr.	Secretary	Ralph J. Fell	Director

The San Geronio Building-Loan Association
50 South First Street Banning, California
Phone 3811

Charcoal For Broiling

Desert Fuel Service

EVERYTHING IN FIREWOOD AND FUEL

East Andreas Road, 1/2 Block East of Indian Grocery Store

Phone 5164

PALM SPRINGS AMATEUR and PROFESSIONAL

Harness Horse Racing

- and -

GYMKHANA

Cowboys—Cowgirls—Palm Springs Horses

SUNDAY, JAN. 17th

Starting 1:30 P. M.

Palm Springs Field Club

Grandstand 55c—Box Seats \$1.10

City Dye Works

of Los Angeles

HAS OPENED A

Palm Springs Branch

On Amado Road

Phone Palm Springs 6871

Wayne Fry

Representative

- ◆ The City Dye Works of Los Angeles has the largest complete dry cleaning and dyeing plant in the United States.
- ◆ These ample facilities are now available to Palm Springs residents . . . with

Los Angeles Service and Prices



"Yes, we bought a gas range, too"

GAS COOKS BETTER AND COSTS LESS

"Aside from saving money, we want the finest in cooking. That's why we're using gas. It saves money and cooks better."

Natural gas is a flexible heat—it answers to a touch and gives you the exact amount of heat you need for any kind of cooking.

And it's fast! It starts with full heat the instant you turn it on; stops instantly, without waste, when you turn it off. Modern gas ranges have clock-control for "absentee cooking;" oven heat regulators; automatic match-less lighting; proper circulation of oven air and many ingenious conveniences to make cooking easy.

You owe it to yourself to inspect the latest models. They are on display at your dealer's or your gas company. See them today!



FREE COOKBOOK

TUNE IN THE *Mystery Chef* NBC PROGRAM
KFI 10:00 A. M. TUESDAYS AND SATURDAYS

SOUTHERN CALIFORNIA
GAS COMPANY



Economic Highlights

During the year just closed, there has been fulfillment of hopes mixed with a number of disappointments in the industrial field. It is true that production and sales indexes are at the highest levels since depression set in. It is also true that various grave problems—notably that of unemployment—are still a long way from solution.

As a result, industry looks forward to 1937 with optimism tinged with worry. It is probable that the most favorable outlook of all is held by the retail trade businesses. Last year's December buying totaled more than \$5,000,000,000—as compared with \$4,600,000,000 in December, 1935, and \$3,700,000,000 in December, 1933, which marked the low point. Consequently, seasonal employment last December (extra clerks and office workers in department stores, etc.) was encouragingly high. This was reflected to some extent in the production field. However, payrolls are still abnormally low.

A synopsis of current business taken from authoritative sources, follow:

Electric Utilities: During 1936, this industry spent \$330,000,000 for new capital equipment. This year it will spend more than \$530,000,000 as a result of increasing demand. Principal expenditures will go for expanding generating facilities, which will be more than doubled. The political situation is a highly important factor so far as utilities are concerned, and will dictate their budgets and employment to a considerable extent.

Automobiles: There seems to be almost no limit to the public's appetite for new cars. On the debit side of the ledger is the threat of labor troubles, which have already hit machine tool and accessory makes. John L. Lewis is planning a campaign to unionize General Motors, as a prelude to unionizing the rest of the industry.

Construction: For the past five years, a major building boom has been anticipated. It has not occurred. However, during 1936 construction was at least 50 per cent better than in 1935, with home building 70 per cent ahead. America still faces a considerable

housing shortage, and the building industry hopes that 1937 will finally prove to be the year in which Americans will go into the market for new homes, as well as extensive modernization of old homes.

Steel: Has just closed the third best year in its history, with production the best since 1929. But this industry also is troubled with potential labor difficulties.

Railroads: Traffic is good, profits are small. Some executives feel that the ICC's refusal to continue the emergency surcharges is a serious blow. ICC says, on the other hand, that the emergency is over, that more freight pick-ups will cover the loss. Time can only tell which side is right. In the meantime, the lines are continuing their expansion and betterment programs in both freight and passenger fields.

Airlines: Seem to be making a steadily increasing appeal to that part of the traveling public which can afford the higher fares. One line reports a 122 per cent jump in business.

Employment: As mentioned above, is still one of the most serious of our internal problems. Unemployment total is hovering around six or seven millions. Business must make big progress in production before this labor surplus is absorbed. Politics, taxation, labor troubles and technological advance are great obstacles to normal employment.

Agriculture: Had the best gross income since 1929 in 1936. Crops were smaller, as a result of drought, but prices were higher in practically all lines.

In the near future, you are likely to see a highly technical discussion going on as to the merits and demerits of "easy money."

For four years, the Federal government has steadily forced interest rates down, in an effort to make money more plentiful. Any security holder can bear witness to that—where Grade A bonds used to command five and sometimes six per cent, they now bring less than 4 per cent for the most part.

Government experts say this is a good thing, that high-priced money holds back business expansion and construction, is thus a threat to recovery. Most private experts say this is true, to a certain extent—but that continuation of present trends, with

"King of Kings" Here Tomorrow And Sunday

The famous motion picture of the "King of Kings" will be shown in the Community Church, Saturday and Sunday, January 16 and 17 at 7:30 p. m., according to Rev. Macartney.

Community Methodist church, Friday, January 15 at 7:30 p. m., according to Rev. Paul A. Lomax, pastor.

"The King of Kings" is an elaborate and reverent attempt to use the motion picture as a means of telling the greatest story in the world.

The film drama opens with the brilliant scene in the house of Mary of Magdala, and here the elaboration of luxury is used to mark the contrast with the Magdalene's shame and repentance when she finds herself face to face with Christ. She has gone to Him to win back her lover, Judas the betrayer. She remains to become the most faithful and devoted of His followers.

The miracles, the gentle care for children and for the lowly are shown in picture after picture. There is dramatic force in the driving of the moneychangers from the Temple where Our Lord appears as a strong man filled with righteous resentment. And so the drama reaches its climax in Gethsemane, in the meeting place of the Sanhedrin, in the hall of Pilate's palace and finally on Mount Calvary.

Immense pains have been taken to make each character vivid and individual. Thus Peter, destined to be the leader of his brethren after his Mas-

money growing cheaper all the time, may lead to an unhealthy speculative boom in securities, to inflation, to higher living costs, and to a collapse in bond values.

Security exchange spokesmen have pointed out that present market activity can go too far, that it is the duty of all involved to avoid the obvious danger that can result from a security "boom."

It is easy to become excessively optimistic at a time when money is cheap, and industrial production is soaring. It is not generally felt that current security values are too high—fear is held only for possible exorbitant rises in those values in the future.

ter's death, is shown as a gigantic, impulsive fisherman, tender of heart but infirm of purpose until the bitter trial of the night when he betrayed his Master thrice. The boy Mark is eager, inquisitive, tremendously interested. Matthew is the man of affairs, who, even when called to higher things, does not quite lose a certain shrewdness. And the Virgin Mary is a figure of infinite dignity and love, and in the end, of awful sorrow.

The public is invited to see this noted film now presented in sound. No admission will be charged.

NEARLY 1,500 CARS STOLEN IN CALIFORNIA; MONTH OF NOVEMBER

With 1493 cars reported stolen in California during November and 1143 recovered, E. Raymond Cato, chief of the California Highway Patrol, proposed today the indexing of car theft reports from Eastern states.

"We have under consideration," Chief Cato said, "the indexing of theft reports from Eastern states, due to the large number of out-of-state vehicles which enter California. We feel

that this indexing will be gladly received by the major enforcement agencies of California, as it may immediately indicate to these agencies, upon inquiry to this department, if the occupants themselves, are wanted elsewhere."

THE OVERWORKED LAWMAKERS

A legislature's way of going on a strike is to stop the clock and throw six months of the calendar into the waste basket, in the meantime collecting mileage as strike benefits. — Milwaukee Sentinel.



Announcing
an Informal
Showing of
PALM SPRINGS FASHIONS
from Bullock's Palm Springs
...shown on models during
the luncheon hour at
the Desert Inn.
Tuesday, January 19, at 12:30 o'clock

Announcing the Pre-Opening Sale of Desert Sands Tract Saturday, Jan. 16

Where the sun shines longest, away from
dangerous mountain washes, where it is
warmer in the winter and cooler in the
summer. In well protected district.
Paved streets . . . Away from business.
Restricted Residential Section.

Reservations are being taken by all Real Estate
Brokers that are members of Palm Springs
Real Estate Board, or

Edmund F. Lindop

Office on Palm Canyon Drive south of Telephone Building.
Call Palm Springs 5411 to arrange to have salesman show tract

Mrs. Oliver Wins Championship Title in Race

Mrs. James B. Oliver won the championship title among California State Amateur Lady Driver harness racers last Sunday at the Palm Springs Field Club when she drove Hollywood Colin to victory in the championship race.

Mrs. George Roberson driving Hal Woolen finished second in this event with Mrs. Harold Hicks piloting Watson Peter in third. Mrs. Francis Crocker driving Cluco Bond finished fourth in the thrilling race, driving her horse with hobbles harness, which broke early in the race.

H. I. Sparey competing as an amateur against the professional drivers, drove Abbie Britton to a win in the fourth professional race last Sunday afternoon.

Bobby Patterson, riding his leaping horse, Buddy, won the elimination jumps of the gymkhana events last Sunday. Miss Jean Moore of Araby, Palm Springs Stables on Wildfire tied with Guy Chaplin on Eagle for second place in this event.

The Cowboy Umbrella Race, sponsored by McDonald Stables, was won by Cotton Calkins of Araby - Palm Springs Stables with Don Scriven second and Joe Barnes of Smoke Tree Stables third. The cowboy boot race, sponsored by Deep Well Guest Ranch Stables, was won by Joe Barnes with Don Scriven second and Cotton Calkins third.

WASTING HIGHWAY FUNDS

The San Simeon highway has cost the state millions of dollars and still it is not passable except in summer. At each heavy rainfall this highway along the ocean slides into the water hundreds of feet below.

The Watsonville Register in an editorial comment by its editor, F. W. Atkinson, says:

"The coast highway between Carmel and San Simeon may be opened for all-year traffic for from eight to ten years. This amazing statement was given out at Salinas a day or two ago, after representatives of chambers of commerce, the central coast highway committee and the state division of highways had been over the road on a 'pre-view' tour.

"The state has been pouring money into the construction of the Carmel-San Simeon highway for many years. But the work has been exceedingly difficult, on account of the mountainous nature of the country, which the Portola party found to be 'all ups and downs,' on its first expedition up the coast. Slides are frequent, and they can be disastrous. Visitors used to be told that they could go over the route on horseback, if they wished, but that they might have to come back on their hands and knees. One wonders if the project is worth the enormous cost of the work. A highway that can't be kept open except in the summer months isn't much of a road."

The Santa Cruz News republished the above editorial and it is important to note that Ray H. Judah, manager of the News, is a member of the state highway commission.

The San Simeon road crossing

TANNER Motor Livery, Phone 4444.

BIG!

WORLD'S
GREATEST
MOTION
PICTURE
NOW IN
SOUND!



CECIL B. DEMILLE'S

KING of KINGS

JEANIE MACPHERSON
Acclaimed by the clergy and press
as the outstanding triumph of mo-
tion pictures.

SEE IT AT THE
Community Church
SATURDAY and SUNDAY
January 16-17, at 7:30 p.m.
FREE WILL OFFERING

Field Club Directors Enjoy Barbecue Luncheon

Members of the board of directors of the Palm Springs Field Club enjoyed a barbecue luncheon prepared by Chuck Abbott on the Field Club grounds last Monday noon. Guest at the barbecue open air luncheon was Arthur P. Perkins, noted polo player and authority, who praised the Field Club as a coming polo center of national importance. Mr. Perkins plays on noted polo teams at Midwick Country Club in Pasadena and at Long Island, New York.

Dr. Henry Hoagland, president of the Field Club, presided at the meeting following the barbecue luncheon. Short talks were made by Philip L. Boyd, Earl Coffman, H. I. Sparey, Thomas Lipps and others.

After the luncheon meeting the guests enjoyed riding in sulkeys about the Field Club track.

Among those present at the affair were: Messrs. and Mesdames Alvah Hicks, Charles Matcham, Milton Hicks, Harold Hicks, Messrs: H. I. Sparey, George Roberson, William Walker, Henry Wick, Thomas Lipps, Earl Coffman, H. E. Carpenter, LeGrande S. DeGraff, Harry Hanbury, Robert Ransom, Roy Colgate, Tony Burke, Philip Boyd, and others.

through the famous Hearst ranch has a long history. After the defeat of Governor Stephens in 1922 his highway commission as one of its deathbed acts entered into a contract to build the San Simeon road. When Friend W. Richardson came into the governor's office in January, 1923, he immediately appointed a new highway commission and it promptly cancelled the San Simeon contract because of the hazardous mountain slides, the great expense, and the most important need for work on other state highways.

FUGITIVE FROM JUSTICE GIVES HIMSELF UP TO BANNING POLICE

Recently a young man, 31 years of age, called at the Banning police station seeking a place to sleep. There was no room at the "inn," otherwise known as the city jail.

Whereupon the man said "I am wanted at Salem, Oregon, for forging three checks." He gave the names of the persons whose names he forged. His own names included "Philip Morgan," "Philip Krug" and George Keegan.

Chief-of-Police Miller and Officer Samuel detained the man and notified Sheriff Rayburn's office. A wire was sent to Salem authorities, who confirmed the truth of the prisoner's story. The man has a place to sleep and probably will have accommodations for some time to come.

New scientific traps to trip up murderers. The "Paraffin Test" reveals extraordinary advances in science's war against crime. Read about it in the American Weekly, the magazine distributed with next Sunday's Los Angeles Examiner.

Dinner guests of Mr. and Mrs. J. G. Munholland recently were Mr. and Mrs. W. F. Prisk, Judge and Mrs. Ralph Clock, Mr. and Mrs. Karl Kumpe and Mr. Ray Ingels, who is director of the California State Motor Vehicle Department.

This displeased the owner of the San Simeon rancho. The court sustained the contract and a minimum amount of work was done during the Richardson term. Since that time millions have been poured into the perilous mountain slides. — Alameda Times-Star.

Phone 3594—The Desert Sun.

TANNER Motor Livery, Phone 4444.

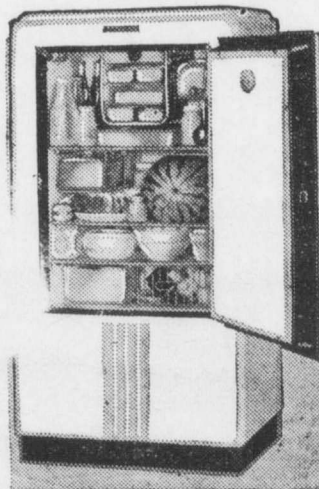
JOSHUA PARK ESTATES, Choice Acreage

Desert homes, business or subdivision. 2 miles frontage on 29 Palms Highway. Will make concessions for development.

C. M. KAUTH, Owner
Central Hotel—Palm Springs
465 N. Roxbury Dr., Beverly Hills

Any Home May Have One If Immediate Action Is Taken

during this offer, for a few cents per day, payable monthly.



A Westinghouse Electric Refrigerator

The same opportunity is available for the purchase of "Westinghouse" and "Crawford" Electric Ranges, "Easy" Ironers and Washers, and "Thermador" Electric Water Heaters.

THINK OF THE HOME COMFORTS THESE ELECTRIC APPLIANCES WILL BRING TO YOU!

Get in touch with our office before this offer is closed.

The Nevada-California Electric Corporation

TAX-O-METER

Someone has advanced the sly suggestion at Sacramento that each house of the Legislature be equipped with a "tax-o-meter," designed to register and record the cost of all new taxes imposed—somewhat after the fashion of a taxicab meter.

An amusing suggestion, it also has its serious implications.

If every California citizen could have a daily, ticker-tape report on increases in cost of government—recorded in a simple, dollars-and-cents statement of how it affects his own tax bills—it would undoubtedly result in drastic and almost immediate economies.

Sentiment at this session of the Legislature, fortunately, seems to be against the imposition of new taxes, although many proposals are pending which, if enacted, would inevitably increase the cost of government.

Nor is the threat of direct taxation the only pitfall to be guarded against. There is also the threat of indirect taxation, more insidious and more dangerous than the direct tax levy. The indirect tax comes of legislation which, though not listed in the tax category, has the effect of increasing the cost of living.

There are such matters, for example, as new and overlapping inspection services, affecting merchants, farmers and nearly every form of business and industry, with new fees for every new service. And there are measures such as the short train bill, limiting railroad trains to seventy cars, thereby increasing overhead and, in turn, increasing freight rates to the general public. In the case of this latter bill, there is also the threat of heavy litigation costs, as the measure already has been declared invalid in federal courts of three other states.

California hasn't a tax-o-meter as yet to keep tab on its legislators, but California citizens are more tax-conscious than at any other period in our history. And our legislators will render a vitally-needed public service if they guard against every form of increased taxation, whether direct or indirect.—Exchange.

Stenographic work done neatly and quickly. Call Palm Springs 3594. tpf

Phone 3594—The Desert Sun.

U-DRIVE CARS. Phone 4444.

See---

Palm Springs' Newest and Finest

Model Home

Open from 9 to 5 daily

Call on us for transportation to this house

ARCHIE O. PALMER

and Associates
Member of Palm Springs Realty Board

Phones 3011 and 5522

Offices Opposite Desert Inn Entrance and North Palm Canyon Drive

Phone 3594—The Desert Sun.

TANNER Motor Livery, Phone 4444.

6464

That's Our New Telephone Number

New location of our Palm Springs Branch in the new Colburn Building, corner Andreas Road and Indian Avenue, opposite Southern Sierras Power Co. office—in the heart of Palm Springs.

15 Years in the San Geronio Pass

SERVING PALM SPRINGS DURING THE PAST **10** years

BETTER EQUIPPED THAN EVER BEFORE FOR THE FINEST CLEANING AND PRESSING

MANUEL, The Tailor

Phone 6464 and Our Driver Will Call

HURRY! HURRY! HURRY!

There Is Still One More Day To Take Advantage of the Sensational Savings and Bargains in Our Annual January Furniture Clearance.

Although Our Stock Has Been Greatly Depleted There Is Still a Generous Selection of Complete Sets and Odd Pieces Available.

Living Room • Bedroom • Patio Furniture • Radios
• Complete Home Furnishings •

Palm Springs Furniture Co.

The Only Complete Home Furnishers in Palm Springs

♦ Furniture Designed and Guaranteed for Desert Use in Palm Springs, America's Foremost Desert Resort.

200 Age Old Palms

The grandeur and beauty of this unusual property cannot be duplicated on the desert. Located on a slight hill, the grove of 200 wild palms has a superb view of San Jacinto Mountain, Grayback and the desert, and is the finest desert location to be found for a home, guest ranch, hotel or private club. The property near the highway is sheltered and facing West, has the sun an hour longer. It is a pleasure to show this enchanting oasis, which is underpriced and a rare buy.

AGENT FOR OWNER

W. E. Rabbeth, Realtor

Next Standard Oil Station, Palm Canyon Drive

Telephone 4567

Member Palm Springs Real Estate Board

MISS GUNHILD H. HANSEN

PHYSIO-THERAPIST and SWEDISH MASSEUSE
Graduate of Oslo Orthopedic Institute, Norway

Phone Palm Springs 5964

TREATMENTS IN YOUR HOME BY APPOINTMENT

"Tarzan Escapes"



JOHNNY WEISSMULLER and MAUREEN O'SULLIVAN in "TARZAN ESCAPES" at the PLAZA THEATRE next Tuesday and Wednesday, January 19-20.

The biggest circus would blush for shame, and the biggest zoo envy the huge collection of animals used to add thrills in "Tarzan Escapes." Metro-Goldwyn-Mayer's thrilling new jungle adventure romance with Johnny Weissmuller and Maureen O'Sullivan, coming January 19 and 20 to the Plaza Theatre.

From the roaring lions to the "blood-sweating behemoth of Holy Writ," as the circus posters describe, the hippopotamus, every animal ever seen in a circus menagerie is seen as an actor in the new picture—and many more. Hollywood animal raisers, zoos and circuses were called upon, and in addition many animals, such as the

Prominents and Socialites at El Mirador

Arriving from the Vista Del Arroyo Hotel in Pasadena to spend the week-end at El Mirador were Mrs. Leroy Linnard and her son.

At the tennis matches on Sunday were Mr. and Mrs. G. K. Grainger of Hollywood.

Among the socially prominent people of the Southland spending the week-end at El Mirador were Mr. and Mrs. Fred E. Lewis and Mr. and Mrs. H. C. Kerr of Spadra, who greatly enjoyed the tennis matches.

Spending the week were Mr. and Mrs. C. W. Chandler of Los Angeles; they enjoyed the weekly picnic. Also here for the week is Mrs. Cecilia de Mille Calvin, who is a frequent visitor.

Joining Sir William and Miss Ann Chaytor of London, England, were Mrs. Bernard Rubin and Mr. Ignatio De Landa, also of London.

Mr. and Mrs. Burton Fiske, who are spending the winter here, went on an over-night pack trip into the beautiful mountains overlooking Palm Springs. They have been riding each day and greatly enjoying the scenic views of Palm Springs and vicinity.

From the Pasadena social clan were Mr. and Mrs. T. J. Sullivan and their guests, Miss Lucille Thorsen and her mother, Mrs. Thorsen. With them was Allen T. Chase, Miss Thorsen's fiancé.

Arriving to spend their sixth consecutive season at El Mirador were Mr. and Mrs. Eugene F. Hord of Armonk, New York. Having been members of Palm Springs' winter colony for so long, Mr. and Mrs. Hord have practically become so-called natives of Palm Springs.

Also from New York are Mr. and Mrs. H. K. Fulton, who are spending the month here.

Among the prominent English people spending the winter at El Mirador are Mr. and Mrs. de St. Mars, who take trips each day to the surrounding country and have explored the entire desert on their various automobile and horseback excursions.

Mr. and Mrs. D. F. Bull of Minneapolis, Minnesota, were guests of Dr. Macartney, pastor of the Community church in Palm Springs. Mr. and Mrs. Bull are making a tour of the United States and stopping in Palm Springs for the month.

Having sold his lovely Palm Springs estate to Charles Correll, of the Amos 'n' Andy team, Wm. T. Walker is spending the winter at El Mirador.

Among the prominent people to enjoy the horseback riding are Captain and Mrs. Philip Brooke, who make their home in Palo Alto. Capt. Brooke is a former English cavalry officer and an exceedingly fine horseman.

From Omaha, Nebraska, come Dr. and Mrs. C. C. Criss.

Mr. and Mrs. Perry T. Jones and Mrs. R. J. Jones spent the week-end here while Mr. Jones supervised the tennis matches at the opening of El Mirador's new court.

Prominent among the social set from Oklahoma City are Mr. and Mrs. R. R. Ryan, who are spending the week here.

Visiting with the Burton Fiskes of London were Miss Grace Milone and Miss Elaine Hatfield of England, who have been staying at the Casa de Manana in La Jolla, awaiting the end of the dock strike. These two lovely English girls were so impressed with Palm Springs that they are giving up their world cruise and plan to spend the rest of the season at El Mirador.

Mrs. Jack Benny and Mrs. Al Bines arrived this week to spend the week awaiting the arrival of Jack Benny, the prominent and popular radio comedian.

Many prominent personages of Seattle are here, among whom are Mr. and Mrs. J. W. Higgins and Mr. and Mrs. A. M. Constans.

Malayan bun-bear, were especially imported for the production. Herds of elephants, zebras and giraffes work in the man-made jungles for the new adventure of the great Edgar Rice Burroughs character.

Represented in the list of animal actors in the picture are apes, elephants, lions, cranes, a gibbon, parrots, ostriches, giraffes, crocodiles, hippopotami, rhinoceri, pythons, giant vampire bats, wildebeest, a black panther, leopards, hyenas, wild boars, baby zebras, fawns, leopard cubs, macaws, deer, antelope, chimpanzees, baboons, giant apes and many other specimens.

Richard Thorpe directed the new Tarzan adventure in which Tarzan is captured by a white hunter who hopes to exhibit him, but is rescued by Maureen O'Sullivan and Tarzan's animal friends. Thrills in a quicksand mire infested by vampire bats and an amazing battle between an army of maddened elephants and savages are among the highlights.

With Weissmuller and Miss O'Sullivan the cast includes John Buckler, Benita Hume, William Henry and hundreds of natives.

The Desert

(Continued From First Page)

famous; he will form the back-log upon which the permanent resort prosperity of future Palm Springs rests; we should be re-building that back-log now before it is too late. Revival of interest in the desert itself and more natural recreation is necessary to rebuild the back-log of substantial visitors who will insure the future reputation and prosperity of Palm Springs; otherwise Palm Springs becomes just another resort where one can buy artificial hecticness such as is offered by a thousand other communities. After all, personality is the drawing card in any game and a community that drifts into the usual and ordinary loses its allurements and just becomes another place. It is then that a community loses the notorious visitor and his money but not the ill-name he has stamped on that community.

The personality and desirability of Palm Springs, after everything is said, still depends upon the desert, its climate and the restfulness it offers, the only permanently producing gold mine in the Palm Springs district. This reminds of a past experience. In a concern for which I happened to be working on a commission basis was a man about fifteen years older than I was. For many reasons I detested him and his type but we being the only two business producers I held my counsel. One day he came to me and said, "Don, you are a foolish young man. You are picking up bright, shiny, new pennies and allowing the less shiny twenty dollar gold pieces go unnoticed." The usual effect of such a statement is to make the person on the receiving end mad as a hornet but for some reason I began to figure and knowing he was experienced and "in the money" thought I might just fool him for his intended sarcasm. I spent a number of hours making a cold blooded scientific analysis of that statement and its application to my sales.

The next day I stepped out and made \$175.00 picking up the dingy gold pieces he had referred to. The brightly shiny pennies I had been picking up were somewhat bogus for they blew up, but the old reliable gold pieces remained gold. In the long run gold is gold and pennies are pennies. In the instance of Palm Springs the desert is the gold that will bring more permanent and honorable prosperity, though it might not shine so brilliantly at times as the pennies do.

For witness to this I refer you to the future flower show to be staged by the desert, not by man, and the thousands of visitors it will bring to all sections of the desert. The great bulk of the people are interested in the outdoors but know so little of it as to be unable to enjoy it, hence there is much unspectacular work to be done in bringing our desert to the attention of Eastern people who will be our guests for the season in contrast to those who come only for a hilarious week-end.

OFFICES in best location in town. Doctor's office for rent part time. Phone 3031.

U-DRIVE CARS. Phone 4444.

Palm Canyon Trading Post Palm Canyon

Exclusive Line of Fine

Leather Coats, Vests and Skirts

TAILORED TO ORDER—IN MANY SHADES

Indian-made Buckskin Gloves
and Moccasins

Navajo Blankets and Rugs

In All Sizes

FINE SELECTION IN STOCK

Indian Hand-hammered

COIL SILVER — RINGS

BRACELETS — BELTS

and many other silver articles

R. B. CREGAR

U. S. Licensed Indian Trader

Member of the United Traders Association

Visit

CREGAR'S INDIAN TRADING POST

In the Village

14 Lovely Girls Candidates for Rodeo Queen

Fourteen of the most beautiful and popular girls in Palm Springs have been chosen as the nominees for Queen of the Palm Springs Round-Up to be held February 6 and 7.

These girls will be on the next Desert Riders' breakfast ride and the queen will be chosen on January 31, at the Sunday event at the Field Club.

Five judges, headed by Dr. Henry Hoagland, will choose the queen on the basis of the following qualifications: 25 percent for costume, 25 percent for beauty and personality and 50 percent for equestrian ability. Of course, all the girls must wear typical western costumes.

The queen will lead the parade to the rodeo at the Field Club, will pre-

side over the rodeo from her throne, and will be the hostess at the cowboy dance.

Following are the nominees: Helen Murphy, Cynthia Shields, Ruth Robertson, Jean Fulford, Betty Murrietta, Dorothy Moore, Barbara Schenk, May White, Bernadine Clark and Dolly Harrison.

Fine for Subdivision

75 acres on highway near Palm Springs. \$200 per acre.

See

Hillery

Cathedral City

Phone 3417

For Cathedral City
LOTS and RENTALS
W. R. HILLERY
Cathedral City

FREE ENTERTAINMENT

Come to the

Horse Lovers'
Matinee

EVERY TUESDAY

From 3 to 4

at

The Araby-Palm
Springs Stables

Music Throughout the
Performance.

Phone 5424

Complete Home Furnishers



NEW — ORIGINAL — DEFINITELY DESERT FURNITURE—

Be sure to see this line!

Largest selection of genuine Philippine Rattan (over 100 pieces). See our most exclusive Desert line for the Living, Dining and Bedroom: The original "Old Oregon Trail Furniture."

Desert Furniture Mart

300 Yards North of Police Station

Phone 3022

Los Angeles Prices Our Guarantee—Prompt Delivery.

Doreen of London

Psycho Palmist — Clairvoyant — Numerologist

Consulted by Royalty, Movie Stars, prominent people from all over the world. NOW IN PALM SPRINGS FOR THE SEASON

PARTIES AND GROUPS ENTERTAINED

EL MIRASOL COURT—No. Palm Canyon Drive

3 Blocks North from Center of Village

TELEPHONE 5741

PALMER STEEL BUILDINGS

Homes of Cellular Steel Construction

RALPH A. NESMITH

Palm Springs, California

Office
6801

Residence
6721

GENERAL ELECTRIC

Al-Electric Kitchen

"BESTILE"

The Modern Wall Tile

For Bathroom and Kitchen

"OLD ENGLISH"

Venetian Blinds

"THERMAX"

Fire-Proof Insulation



FRANK McHUGH and CAROL HUGHES stage the familiar family battle of the budget which starts Frank on the career of misadventures in "THREE MEN ON A HORSE," the First National picture coming to the PALM SPRINGS THEATRE on Wednesday and Thursday, January 20 and 21, a nightly sellout on Broadway for more than two years.

THE PLAZA

FINEST SHOPS IN THE COUNTY

A COMPLETE SHOPPING CENTER

TELEPHONE 6391

PALM SPRINGS PLAZA

SALE'S PLAZA MARKET

M. D. SALE, Prop.

COMPLETE FOOD SHOPPING CENTER

GROCERIES, DELICATESSEN, MEATS, BAKERY and VEGETABLES
LIQUORS

FREE DELIVERY

CREDIT PRIVILEGES

AND

PETER PAN PASTRY SHOP

(Exclusive Home Baking)

Formerly of Wilshire and La Brea and Beverly Hills

Plaza Service

M. M. RANSOM

General
Petroleum
Products

U. S. Tires and Batteries

MODER-
ATE
PRICES

PLAZA PHARMACY

Russell Reagan
H. E. "Pat" PattersonComplete Prescription,
Liquor and
Drug Store Service
FOUNTAIN
Breakfast — Lunch — DinnerELIZABETH ARDEN
DOROTHY GRAY
HELENA RUBINSTEINFOR DELIVERIES
Phone 6161

Robert Ransom

REALTOR

Office in the Plaza

A Complete Real Estate Service
Rentals — Sales — LeasesProperty Management
In All Parts of Palm Springs
and the Valley.

Telephone 3666

LARGE
ASSORT-
MENT

ACOMA

INDIAN CURIO SHOP

RUGS
RUGSRUGS
RUGS

The patterns of Navajo
Rugs are innumerable—and
no two are alike. Included
in our stock are some of the
finest rugs ever woven. Buy
now while selection is at its
best.

In the New Beautiful Plaza — Easy Parking

It's

D



Christine AND Don — COIFFURES

Announce

Their Distinctive Permanent
Waves

at \$7.00 and up

Expert Marcelling

Contour Hair Cutting

A Shampoo and Finger Wave
is \$1.50Evenings and Sunday
by Appointment

Phone 8595

"IN THE PLAZA"

Russell M. Gray, M.D.

PALM SPRINGS PLAZA BLDG.

PALM SPRINGS, CALIF.

PHONE 6761

Ample
Parking
Space

CARL'S RESTAURANT

IN THE PLAZA

Dinner \$1.25 . . . Continental Luncheon 75c

Carl's Rendezvous Roof

Dinner \$2.50 . . . No cover charge

IN THE PLAZA

Mary Kazhal INCORPORATED

In the Plaza

-- offers --

THE FINEST MERCHANDISE
PROCURABLE

-- in --

Gowns Hosiery
Sportswear Lingerie
Scarfs Negligee
Imported Handkerchiefs

Palm Springs, Cal.

Cleveland, Ohio

PLAZA MOTORS

IN THE PLAZA GARAGE

Phone 5122

May We Consult You Regarding Your Decorating and Furnishing Problems?

Belle Hereley Studios

Decorators for The Plaza

Interior Decorating

Honey-Bun Hereley

Telephone 3666

Alice Grace Hereley

Plaza Theatre

TWO SHOWS NIGHTLY 7 and 9

SATURDAY, Jan. 16
WILLIAM POWELL-MYRNA LOY
— in —

"After the Thin Man"

with James Stewart, Elissa Landi, Jessie
Ralph and Joseph Calleia

SUNDAY, MONDAY, Jan. 17-18

"Crack-up"

with Peter Lorre, Brian Danlevy, Helen
Wood, Ralph Morgan, Thomas Beck
Popeye and Sinbad the Sailor
Travelogue, Yellowstone Park
Court of Human Relations—Runaway Marriage
Universal NewsTUESDAY, WEDNESDAY, Jan. 19-20
EDGAR RICE BURROUGHS'
"Tarzan Escapes"with JOHNNY WEISSMULLER and
MAUREEN O'SULLIVAN
Major Bowes Amateurs Universal News

THUR., FRI., SAT., Jan. 21-22-23

"College Holiday"

with Jack Benny, George Burns, Gracie
Allen, Martha Raye and Mary Boland
Silly Symphony, "The Country Cousin"

Movietone News

— COMING ATTRACTIONS —

"REMBRANDT"

"CHARGE OF THE LIGHT BRIGADE"

"GREAT GUY"

The Palm Springs Public Library

Will Open in the Plaza On
Monday, January 18Hours 10 to 12 and 1 to 5
Daily Except Saturday and Sunday

LAST SHOP SOUTH ON PALM CANYON DRIVE

OPENING

Sunday, Jan. 17

Sportdeck

On the Roof of the
Plaza Garage

ARCHERY

BADMINTON

PING PONG

SHUFFLE BOARD

SHOOTING GALLERY

Shop of Charm

IN THE PLAZA

UNIQUE JEWELRY
From All Over the WorldANTIQUE SILVER—SHAWLS,
SAMOVARS, DOLLS,
etc.WATCH and JEWELRY
REPAIRING

The
Nevada-California
Electric
Corporation

The New 1937 Westinghouse Refrigerators are here.
The New 1937 Westinghouse Ranges are here.

We also have on display a complete line of Thermador Water Heaters and the marvelous fan-type Air Heaters which have proven so successful in the Plaza.

The new Graybar-Crawford Ranges include that most convenient and exclusive feature, the "pull-out" type oven.

See all these in our Plaza Display room.
Sold on the very lowest possible terms.

The
Nevada-California
Electric
Corporation



TWEEDS & WEEDS

La Plaza, Palm Springs
and
El Paseo, Santa Barbara

Importers of Sportswear
for
Men and Women

.. Distributors for ..
W. BILL
Bond Street, London

PLAZA

IN THE COUNTY

SHOPPING CENTER

Robert Ransom

REALTOR

Office in the Plaza

A Complete Real Estate Service
Rentals -- Sales -- Leases

Property Management
In All Parts of Palm Springs
and the Valley.

Telephone 3666

**LARGE
ASSORT-
MENT**

ACOMA
INDIAN CURIO SHOP

**RUGS
RUGS
RUGS**

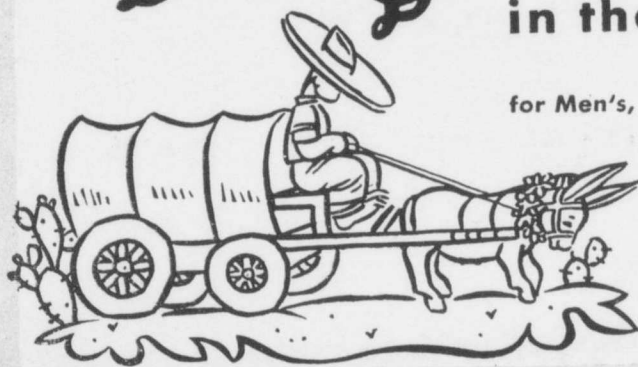
RUGS
RUGS

• The patterns of Navajo
Rugs are innumerable—and
no two are alike. Included
in our stock are some of the
finest rugs ever woven. Buy
now while selection is at its
best.

In the New Beautiful Plaza — Easy Parking

It's
Definitely Desmond's
in the Desert

for Men's, Women's and
Boys' Wear



"In the Plaza"

PALM SPRINGS

Plaza Garage, Inc.

Located in the Plaza

24-HOUR SERVICE

Chauffeur's Quarters and Club Room

STORAGE — REPAIRING

Body and Fender Work — Painting

Automobile Glass

Phone 3737

LUBRICATING — WASHING — POLISHING

**PLAZA
CLEANERS**

Phone 3944

WE OWN and OPERATE
OUR OWN PLANT

Free Call and Delivery
Service

SEE ME FOR
Workmen's
Compensation
Insurance



Alvin Hingarten
THE PLAZA

PLAZA MOTORS

IN THE PLAZA GARAGE

Phone 5122

Your Decorating and Furnishing Problems?

Decorating Studios

Decorators for The Plaza

Interior Decorating

Alice Grace Hereley

Phone 3666



The
Nevada-California
Electric
Corporation

The New 1937 Westinghouse Refrigerators are here.

The New 1937 Westinghouse Ranges are here.

We also have on display a complete line of Thermador Water Heaters and the marvelous fan-type Air Heaters which have proven so successful in the Plaza.

The new Graybar-Crawford Ranges include that most convenient and exclusive feature, the "pull-out" type oven.

See all these in our Plaza Display room.

Sold on the very lowest possible terms.

The
Nevada-California
Electric
Corporation



**TWEEDS
&
WEEDS**

La Plaza, Palm Springs
and
El Paseo, Santa Barbara

Importers of Sportswear
for
Men and Women

Distributors for
W. BILL
Bond Street, London

**Ample
Parking
Space**

Ceramic and Crafts Studio

IN THE PLAZA

KNITTING YARNS
HAND WEAVING
POTTERY

KNITTING INSTRUCTIONS GIVEN

TUESDAY, WEDNESDAY, Jan. 19-20

EDGAR RICE BURROUGHS'

"Tarzan Escapes"

with JOHNNY WEISSMULLER and
MAUREEN O'SULLIVAN

Major Bowes Amateurs Universal News

THUR., FRI., SAT., Jan. 21-22-23

"College Holiday"

with Jack Benny, George Burns, Gracie
Allen, Martha Raye and Mary Boland

Silly Symphony, "The Country Cousin"

Movietone News

TRACTIONS —
THE LIGHT BRIGADE"

"GREAT GUY"

Unusual Interest Shown in New Exhibit House

Unusual interest is being shown in the new exhibit house which is being erected in Desert Sands Tract.

An interesting feature of the erection of this house is the speed and simplicity with which it is being assembled. Only a few days ago all of the parts that enter into a General Houses residence were delivered to the lot. These arrived already fashioned, drilled, and cut, ready for assembly.

"The simplicity of the erection of our exhibit house is proving a revelation to experienced builders," said Mr. Lindop, developer of Desert Sands Tract. "On Nov. 23 at 8 o'clock in the morning, three men began the assembling and erection of the prefabricated steel frame for our exhibit house. At noon on the following day, this work had been completed, and progress was under way for enclosing the structure. The parts of this house came to the job ready to be set into place and bolted together. Factory production of parts and careful engineering and designing have simplified many of the basic operations required in the finishing of this prefabricated house. The equipment for the most part is so designed that it is placed into the house with only a few operations."

"Of course, certain operations such as concrete work, painting, decorating, and some of the finishing operations are the same as in conventional practice, but as to time and methods, but considered as a whole, a considerable saving is effected, resulting in a complete, efficient, high quality residence at costs that are considerably below anything formerly built of this character."

Several local concerns are cooperating in the erection and equipment of this interesting exhibit house, and are now working out a program to effectively display these new developments to the community.

Public Stenographic work done neatly and typing of all kinds done quickly. Call Palm Springs 3594. Kathleen Naef. s16tf.p

LIMOUSINE Service. Phone 4444.

Beauty Expert at Palm Springs Drug Co.

Miss Sheila Ashley, an expert in Rubenstein beauty culture, will be at the Palm Springs Drug Co. all of next week demonstrating Mme. Helena Rubenstein preparations. Miss Ashley is a very lovely young English girl and has a thorough knowledge of her work. Visitors and residents of Palm Springs are invited to attend the demonstration.

Public Library Opens in Plaza Next Monday

Next Monday, January 18, the Palm Springs Public Library will open in its new location, the last room on the south end of the Plaza fronting on Palm Canyon Drive.

Miss Dorothy Bear, the librarian, reports that the library will be open from 10 to 12 in the forenoon and 1 to 5 in the afternoon, daily except Saturday and Sundays.

The library will soon have a large supply of books from the Riverside county library, in addition to all the books formerly in the old Alleine library, which served this community for many years until it became the Palm Springs Public Library.

Little Theater Guild Meets Monday

Palm Springs Little Theatre Guild announces the future weekly meetings will be held in the Palm Springs Hotel Monday evenings at 8:30. Casting will continue on the play "Let Those Who Will Be Clever" to be presented at the Plaza Theatre.

The play is under the direction of Archie Selwyn, M-G-M producer.

New members are welcome to attend meetings.

Stenographic work done neatly and quickly. Call Palm Springs 3594. ttfp

SMOKE TREE RANCH

Recent guests at the Smoke Tree Ranch were: Mr. and Mrs. Eugene Clark and daughter, Connie, Los Angeles; Mr. and Mrs. Daniel Thornton, Altadena; Mrs. M. Stevenson Willock and Mrs. Kellogg of Altadena; Mr. and Mrs. J. A. Tonneson, Boston, Mass.; Miss Juanita Dall, San Francisco; Mr. and Mrs. Guy Witter and daughter, Barbara, Los Angeles; Mrs. Eric E. Board and Miss M. E. Welcher, Rochester, N. Y.; and Shane L. Butler and T. C. Daily, Santa Barbara.

Also James and Irene Pettus, St. Louis; Daniel E. Wight and family, Monocay Farms, Maryland; Commander and Mrs. Horan, Long Beach; M. E. Harlan, San Francisco; Mrs. Philip Landis and daughter, Joan, San Francisco; Mrs. C. Latimer Collander, San Francisco;

Mr. and Mrs. John Munholland entertained a group of their friends at dinner and dancing at The Dunes Saturday evening. Their guests included Judge and Mrs. Ralph Clock, Mr. and Mrs. F. W. Prisk, Mr. and Mrs. Karl Kumpe and Senator Fred Ingles.

TAHQUITZ VISTA

Guests last week at the Tahquitz Vista, were Mr. and Mrs. F. L. Sweetland, principal of the Lakeside School of Seattle, Wash.; Mr. and Mrs. Edward G. Waters, director of the General Electric Co., Schenectady, N. Y.; David Boehm, Santa Monica; Mr. and Mrs. P. F. Boucharm, Beverly Hills; Mrs. F. E. Barnett, Los Angeles; Mrs. Favery and Mrs. Brandt, Burbank; Dr. and Mrs. C. Curtiss, Los Angeles; Mrs. A. H. Rosecrants, 29 Palms; Mrs. Paula Schmith and Miss J. McCarthy, Los Angeles; Julius Stearn, Mrs. Maurice Flekles (sister of Carl Laemmle) and Mrs. Frances Kendler, here for the season, all of New York; Mrs. Robert Collier and Mrs. Jean Barnett, Hollywood; Mr. and Mrs. O. K. Kink and maid, Palo Alto.

In one of the interested box parties at the harness races at the Field Club Sunday were Miss Louise Summa, Barnes Kelly, Mr. and Mrs. Ed Tierney, Miss Frankie Deering, Mrs. Edna King, Vincent A. Marco, Mrs. Jerry Gillett, Murray Stravers and Nelson Weldon.

FAMOUS BROKER AT EL MIRADOR

Stanley Huller, who started on the curb from "scratch" and wound up with three memberships on the New York Curb Exchange and one of the largest commission businesses on the Exchange, is at El Mirador with the very charming and lovely Mrs. Heller.

They plan to spend several weeks here sun-lazing on the beautiful grounds of El Mirador and enjoying the western atmosphere of Palm Springs. They will return to New York via the Panama Canal.

U-DRIVE CARS. Phone 4444.



Silhouette Salon

The perfect answer for weight correction... The cause of your overweight or underweight analyzed, and an individual treatment outlined for you.

A method used exclusively
Treatment at your residence by appointment.
For appointment or information
Phone 8695 or 5682

Dr. Maurice LeBell, D. C.
Carnell Bldg.—South Palm Canyon Drive

The Show You've Been Waiting For

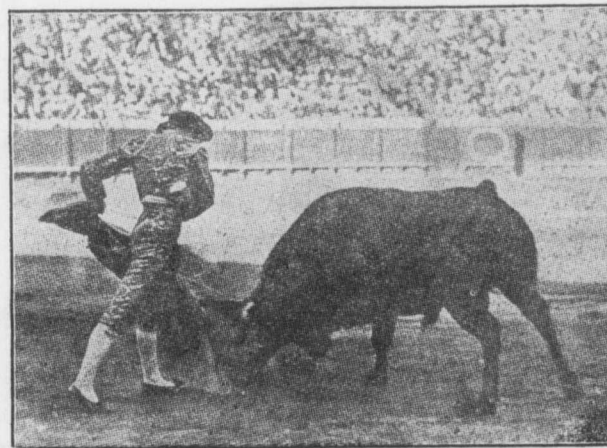
BULL FIGHT

AT

PALM SPRINGS

Champion Comedy Bull Fighters
Direct from Mexico

12 - PIECE MEXICAN BAND - 12



Francisco Reyas of Torreon, Mexico

BONNIE GREY
and Her Jumping Horse, King Tut

MARGARITO LUNA OF MEXICO CITY,
Champion Bull Fighter of Mexico

MANUEL CONZALES
of Chihuahua, Mexico

AUGIE GOMEZ,
Champion Trick Roper of Mexico

TOREADORES



MATADORES

SUNDAY, JAN. 24

FIELD CLUB RACE TRACK

RESERVED SEATS ON SALE MONDAY at El Mirador Hotel, Desert Inn and Palm Springs Drug Co.

Good Investment

for Income with Small Outlay.

2-Bedroom House

Close in.

\$4,250

Furnished.

Give possession immediately.

J. W. Williams

REALTOR

North Palm Canyon Drive

Phone 3311

Member Palm Springs Realty Board



Open-Air School

Complete
Elementary Grade
Instruction

Swimming

Virginia Beatie in Charge



Finest Fowl

This is an occasion when every epicure may indulge his or her fondness for finest grade Poultry! Ducks, Chickens, Turkeys, Capons, the market's choicest, are featured in our current Market Specials at prices that make delightful eating an actual thrift measure! Decide on a Poultry Dinner right now!

Palm Springs Poultry Market

Address: On Indian Avenue Directly South of School
Free Delivery Phone 8355

SNAKES IMPRISONED FOR 20 YEARS; STILL LIVING

How long can a snake live without the necessities of life?

The question is partly answered by two Blythe garagemen, who know of several rattlers that have been on decidedly slim rations since 1908, but apparently, are still thriving.

The two men plan to go out to the desert hills as soon as weather permits, and bring in these lonely reptiles, to give them the benefits of city life, in a garage zoo they are starting.

One of the snakes is at the bottom of a 60-foot dug well near an abandoned mine in the Palen mountains. The well was dug in 1908. Regular visits to the well show that the snake is still alive and healthy. When, and if it rains this five foot diamondback has a drink of water. If some small desert animal is unlucky enough to venture too close to the edge, the snake eats.

In some abandoned mine shafts at the old Bluebird, located at the west end of the McCoy's, are to be found several fine rattlers. Miners around the camp in 1908, knew the snakes were there, and often fed them. Since that time however, the critters have been on their own. Apparently their needs are simple, for if they were exceedingly hungry, there probably wouldn't be so many snakes.

The snakes probably created their own prisons by crawling too close to the edge, and dropping in.

Some students claim that reptiles can exist indefinitely in a dormant or semi-dormant state. The horned toad that lived in an Eastland, Texas, cornerstone for over 50 years should substantiate this. The snakes which stay for 28 years at the bottom of a shaft, and still have rosy cheeks also are evidence that one can keep a side-winder or diamondback cheaply.

The moral to this story of course, is to be careful about falling into old wells or shafts. The hermit snakes that live there might resent the intrusion.—Palo Verde Valley Times.

Mrs. John Phillips President Pals' Club in Sacramento

Report from Sacramento states that Mrs. John Phillips, wife of Senator Phillips, of Banning, has been elected president of the Pals' club, an organization composed of wives of California legislators.

The election, which followed a tea, included also the following officers: Mrs. William Moseley Jones, Montebello, first vice-president; Mrs. John O'Donnell, Woodland, second vice-president; Mrs. Gardner Johnson, Berkeley, secretary, and Mrs. Roy J. Nielsen, Sacramento, treasurer.

Mrs. William Knowland of Alameda is the retiring president.

MORE WATER DISTRICT BONDS ARE SOLD TO FEDERAL R.F.C.

The Metropolitan Water district has accepted Reconstruction Finance Corporation's bid for an additional \$14,184,000 of Colorado River aqueduct bonds.

The purchase raises the R.F.C.'s aqueduct bond holdings to \$117,868,000. The money is financing construction of a system for delivering Colorado River water 292 miles.

GOOD MEN NEEDED

It is probably true enough what they say about a lot of men being out of jobs, but we know of a lot of good jobs that are out of men. The last four years were the dark ages of progressive development in labor. Training of skilled men was halted, and today the machinist, woodworker, mason, and men of training in many professions do not exist except among the older men. There has been a fearful gap in supplying this type of labor. The factories, engineering plants, mines, petroleum industries, building trades, will snatch up any young men who have ability and training above the average. But, they must be good. They should be better even than their sires and grandfathers, for they have advantage of new and scientific developments.—Redlands Facts.

Phone 3594—The Desert Sun.

RADIOS

PHILCO
RCA VICTOR
ZENITH

"FRIGIDAIRE"

Household and Commercial

Clarence H. Simpson

Palm Canyon Drive
Phone 8255
PALM SPRINGS

THE LEGION ON PARADE!

(By Thomas J. Riordan, State Commander of American Legion)

A three-point legislative program, designed to strengthen the Veterans' Farm and Home Purchase Act and extend its benefits to many former service men who have been barred, by technicalities, from receiving farm and home loans, will be sponsored by California Legionnaires during the current session of the state legislature.

Drafted by Albert E. Sheets of Sacramento, chairman of the Legion's state legislative committee, the three amendments will accomplish the following:

1. Remove the present restriction which prohibits men who received aid under the Veterans' Educational Act from receiving farm or home loans.

2. Raise the maximum value of veterans' homes to \$10,000, with state loans on such homes still limited to \$5000 as at present. This amendment will merely enable the veteran to invest more of his own money in the purchase of a home than under the present set-up.

3. Abolish the present restriction requiring that a veteran must have served more than sixty days to be eligible for a home or farm loan. Any veteran of the World War, regardless of length of service, would be eligible under the new proposal.

Veteran members of both houses of the Legislature are expected to serve as co-authors of the bills which, according to John R. Quinn, chairman of the State Veterans' Welfare Board, will serve to eliminate needless discrimination against many service men who heretofore have been prevented from enjoying the benefits of the Farm and Home Purchase Act.

Chairman Sheets of the Legion's legislative committee reports that hundreds of veterans who received only nominal educational allowances after their discharge from military service at the end of the war have been prevented from ownership of veterans' homes under the present law.

"In many cases, these veterans received only a few dollars in educational allowances," said Sheets, "and yet have been denied any opportunity to purchase home under the state act."

"The Veterans' farm and Home Purchase Act has accomplished splendid results in encouraging home ownership and stable citizenship, without cost to California taxpayers, and is considered one of the finest veterans' programs in the United States."

"It is essential that steps now be taken to broaden the act to the end that it may be administered with absolute fairness to all service men and with the greatest benefit to both the veterans and the state."

WELL TO BE DRILLED ON HIGH SCHOOL PROPERTY AT PALM SPRINGS

The board of trustees of the Banning Union High school district will accept bids for drilling one 14-inch deep well, 350 feet deep more or less, driller to supply casing. The well is to be located on property of said district in Palm Springs.

The board had advertised for bids for drilling a 12-inch well, but, on advice, decided the larger bore would be advisable.

Mildred Wenger of Palm Springs visited friends in Banning, Monday.

PHILCO—P. S. Furniture, Phone 4834.

FRANK A. WILLIAMS

Manufacturer of
Set-up and Folding
PAPER BOXES
Phone 267 N. Alder Ave.
FONTANA, CALIF.

Phone 4877

Village Flower Shop

FLOWERS FOR ALL OCCASIONS

We Specialize in CORSAGES

Desert Inn Grounds
Palm Springs, Calif.

Attractive Stucco Home

Furnished, 1 Block North of El Mirador Hotel
Two bedrooms, enclosed large sleeping porch.
Extra toilet.
Income property.
SEE OWNER
Phone 3431 Write Box 941
Palm Springs

SUBTLY STUCK

Rex Tugwell, who resigned to go into the molasses game, says he will come back any time the President needs him. Otherwise, no doubt, he will stick to his job.—New Yorker.

CHRISTIAN SCIENCE CHURCHES

"Life" is the subject of the Lesson-Sermon on Sunday in all branches of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts. The Golden Text is from the Psalms: "The Lord is the portion of mine inheritance and of my cup; thou maintainest my lot. Thou wilt shew me the path of life."

One of the Bible selections in the Lesson-Sermon includes these passages from John: "Jesus answered, Verily, verily, I say unto thee, Except a man be born of water and of the Spirit, he cannot enter into the kingdom of God. That which is born of the flesh is flesh; and that which is born of the Spirit is spirit. Marvel not that I said unto thee, Ye must be born again. . . . And as Moses lifted up the serpent in the wilderness, even so must the Son of man be lifted up: that whosoever believeth in him should not perish, but have eternal life."

A selection from "Science and Health with Key to the Scriptures," by Mary Baker Eddy, states: "When understanding changes the standpoints of life and intelligence from a material to a spiritual basis, we shall gain the reality of Life, the control of Soul over sense, and we shall perceive Christianity, or Truth, in its divine Principle."

Dr. Franz B. Buerger DENTIST

SPECIAL ATTENTION TO CHILDREN

Night Service

North Palm Canyon Drive
Next to Franciscan Pottery Shop
Phone 5621

Walter Worden Jeweler and Watchmaker

Third Season in Palm Springs
Opposite Palm Springs Hotel

YOUR PLUMBING

Neatly and Quickly

Repaired

Expert Workmanship

C. R. McADAMS

Phone 8065

Box A 151 Palm Springs

SHOE REPAIRING

1st Season in Palm Springs

Palm Springs Shoe Shop

SHOE SHINE PARLOR

Indian Ave. and Andreas Road

KATHLEEN NAEF

Public Stenographer Notary Public

INSURANCE

Phone 3594

BIG LIMIT CAFE

CABAZON

— Specialty of —

CHINESE DISHES

Prepared by an Expert Chef, formerly with Pig 'n Whistle.

JUICY STEAKS

TOM and JERRY

and other MIXED DRINKS

Cowboy Riding Stable

FRED BAGIN, Owner

RIDING INSTRUCTION

Both English and Western

Special Attention Given to Children.

Directly East of Hotel Winter Garden on Arenas Road.

ONE THOUSAND SHEEP PICKING WILDFLOWERS IN COACHELLA VALLEY

A thousand sheep are engaged in picking wildflowers in Coachella Valley. While the sheep are not particularly sentimental they appear to be very fond of verbenas.

Coachella Valley has plans for attracting tourists to see the wildflower display—and thousands will come, sheep or no sheep.

The Coachellans appealed to the shepherds of the public trust, otherwise known as the Riverside county supervisors; but county government can take no official action toward the protest of the Coachella Valley Women's Club against the pasturing of sheep over wildflower areas, Dist. Atty. Earl Redwine informed the board of supervisors.

Members of the board had been informed by telegrams from Florence E. Schisler, president of the club, that their help was wanted in preventing the herds from destroying this tourist attraction.

"The supervisors can take no interest where private matters are involved. Laws against the picking of wildflowers cannot be enforced in this instance because after all sheep cannot be prosecuted," said Mr. Redwine. "If a private right is being invaded there is plenty of legal access to the courts."

So, when tourists come to a certain area in Coachella Valley, looking for wildflowers, the Valleyites can "pass the buck" and say, sheepishly, "the sheep got the verbenas."

The ten thousand sheep, described as public enemies numbered 1 to 1,000, are from Desert Center and in charge of Indian herders.

TANNER Motor Livery, Phone 4444.

Indian Store Fountain

Ice Cream

20c pint

Indian Ave. and Andreas Road

RADIO

Sales and Service
PHILCO—GENERAL ELECTRIC

- MEXICAN NOVELTIES
- RADIOS FOR RENT
- POTTERY

F. E. Dine Don Manchester
Phone 4084
Opposite Palm Springs Hotel

Dr. Frank Tustin

Dentist

32 So. First St.

Formerly Located in City Hall

Phone 3343 or 4354

Banning

THOMPSON

Motor Sales

Palm Springs

OPEN FOR THE SEASON



SALES and SERVICE
Guaranteed Used Cars

ONE STOP FOR EVERYTHING

General Petroleum Super-Service Station

QUICK SERVICE

Repairing All Makes of Cars

GAS, OIL, WASHING, GREASING, POLISHING

Dr. R. J. Schermerhorn

VETERINARIAN

Main 26 106 E. Citrus Ave.

Opp. Motor Transit Office

Redlands, California

WIEFELS & SON

FUNERAL DIRECTORS

Phone 3162

12 East Nicolet BANNING
Palm Springs

• Phone 3262

SCIENTIFIC SWEDISH MASSAGE and STEAM CABINET

MR. and MRS. GEO. A. SIMMONS

Graduate Masseur and Masseuse

INDIAN AVENUE
Next to Bath House

Massages Given in Your Home by Appointment

TANNER Motor Livery, Phone 4444.

U-DRIVE CARS. Phone 4444.

Call a YELLOW CAB, Phone 4444.

LIMOUSINE Service. Phone 4444.

FEBRUARY 4 SET AS DEADLINE FOR LICENSE RENEWAL

Since every automobile owner must renew his car license before midnight, February 4, or thereafter pay a stiff penalty of double the fees due, the wise plan is to "do it now." Thousands of the more than two million motor car users in the state already have obtained the 1937 orange-on-black number plates.

Many hundreds of motorists simply forgot to apply for registration renewal before the deadline, while others put the task off until they are caught in the final rush. Delay and inconvenience result.

License plates are being issued by

the department of motor vehicles at its various offices and by the automobile club to member motorists at offices in 34 principal cities of Southern California.

Plates are available at the city hall, Banning, from 9 to 5 o'clock.

It may soon be open season on intolerant and discourteous public officials. Removal from office would be the penalty for any public official or employee who fails to exercise the utmost tolerance, fairness, patience and courtesy in his or her dealings with the public, under the terms of a bill awaiting action in the California legislature.

LIMOUSINE Service. Phone 4444.

FRANCES QUARLES

Genuine Indian made

JEWELRY, NAVAJO RUGS and BASKETS

SIMM'S CRAFT STUDIOS

South Palm Canyon Drive, Next to Black Tent

JIM GRANGER

BADMINTON COURTS . \$35.00 Complete

GRADING — PAVING — TRUCKING
EXCAVATING

P. O. Box 1162

Phone 4711

DRS. DELSON & WEHLE

CHIROPODISTS . . . FOOT SPECIALISTS

Scientific Treatments for All Foot Ailments.

Every Wednesday from 9 a. m. to 5 p. m.

DEL TAHQUITZ HOTEL—PHONE 221

Everything in Builders' Supplies

Dill Lumber Co.

Phone 5151

Typewriters, Adding Machines Duplicating Machines

in Stock in Palm Springs. Sold, Rented, Repaired

Leave Message for

OFFICE SUPPLIES and EQUIPMENT

STOCKWELL & BINNEY

With Whitie's, Phone Palm Springs 5405

Redlands Sanitary Laundry

ANNOUNCES ITS

New Location Opposite the Fire Hall

Palm Springs' Leading Laundry for Over 15 Years.

"Ask the Old Timers"

Phone 4404

Laundry . . . Linen Supply . . . Dry Cleaning

C. B. DOWLING SHEET METAL WORKS

Banning

39 West Hays St.—Phone 2022

FURNACES SKY-LIGHTS

VENTILATION

Thoughts on Things

Harvey Johnson

The late "unusual" weather" was a severe shock to some tourists here, as well as to home folk, according to the alert reporter for this paper, who interviewed a number of people, pro and con. A South Dakota lady here, remarked that her old home state was experiencing regular California weather, since stages and trucks on highways in that Midwest state were plowing through snow and skimming over ice.

The air-conditioned climate of the past week afforded ample opportunity for exhaustive research and observation. Met Mrs. Slacks on the street; she appeared haughty or airy and viewed the situation coldly. Mr. Red Flannel, who is not numerous here, felt better about the weather. In fact he felt tickled, or at least scratched.

At Palm Springs Miss Coulette was interviewed. She had frost around the edges, having left her hefty clothes in Hollywood. From a kind neighbor at the Springs she borrowed a short, but heavy, fur coat, and was warm up and cold down.

Miss Undies shivered her contempt at the whole situation while fighting frost bites.

One of the most cheerful of the lot was Mr. B. V. Dee, who has resided in our midst for some years. He said that when he came to California in an optimistic frame of mind and red flannels he would change the reds to gauze underwear in summer. By changing from heavy to light, and from light to heavy, he was constantly catching cold. He sneezed so vociferously that his wife thought it was the east wind blowing through the attic. For the past two years he has worn gauze underwear constantly and hasn't had a cold. He says there isn't a cough in a carload of gauze underwear.

We've seen children walking on the sidewalks, barefoot, on frosty mornings. They didn't catch cold. Kids bundled up from big toe to ears got the flu. "Ain't Nature grand—again?"

Please don't misconstrue this advice on overdressing, and go nudist. There's an ordinance against it in spite of the fact that the United States constitution guarantees the pursuit of happiness.

Miss Sunsuit could not be reached for an interview. Her secretary reported she had gone out to buy a fur coat; sales tax extra.

Mr. Nudist could not be reached for a statement. Sorry.

Young men, unattached, should pass the winter evenings in taking a correspondence course on "how to get married by mail."

J. C. KUBIC POSTMASTER OF THE EDMON DISTRICT

J. C. Kubic assumed the duties of postmaster of the Edmon district and the postoffice which has been located at Thousand Palms Junction west of Edmon, has been moved to its former location at the general store on the Kubic property. Mrs. O. E. Hixon, resigned, has been in charge of the postoffice for the past four years.

MAN, WIFE DIE IN CRASH OF AUTOS

Phillip Wiggan, colored, and his wife, Louise Wiggan, both of Indio, became victims number two and number three in Riverside county highway fatality list for 1937, when they died in Coachella Valley hospital at Indio about 8 o'clock Sunday night after being injured in an auto crash involving their car and one driven by A. L. Cavanaugh, also of Indio, on the Indio-Palm Springs Cutoff about four miles south of Indio two hours earlier. Both cars were badly damaged but injuries of Cavanaugh were not believed to be serious.

The late freeze caught a lot of early vegetables in California, making it impossible for growers to make any profit for the government to take away from them in taxes. It was a frosty night for Uncle Sam.

Call a YELLOW CAB. Phone 4444.

Reports of Many Deer Frozen are Discounted Here

Doubtless some wild denizens of forest and valley found the weather inclement in the past few weeks. Newspapers reported deer frozen to death in Kern River canyon. That tale is discounted by observers of wild life, unless death from exposure should come to some wild animal that was weak or ill. When one recalls that deer, moose and caribou "dig in" over winter in snowbound Alaska and Canada it becomes a conviction that wild animals, as a rule, are perfectly able to take care of themselves in the most rigorous of climates.

No doubt, right here in San Geronimo Pass, quail found limited rations because of wide areas covered with snow. Over their heads were bushes bearing seeds, and not a quail would have starved from exposure in three months. Some birds may have been frozen to death, although these birds, too, know how to "dig in."

Owls are proverbially wise, but there was one certain owl, which, if not sick during the storm, lacked the initiative of taking care of itself. The body of the beautiful bird was found, by Morton Fisher, frozen to death near Banning.

8000 NEW U. S. FLU CASES DURING WEEK

An increase of more than 8000 cases of influenza in the week ended January 9, highest rise for any week so far this winter, was reported from throughout the country to the United States Public Health Service at Washington.

Telegraphic reports placed the total for the week at 12,145, as compared to 3993 in the previous week.

California reported 183 flu cases for the week ending Jan. 9, while Arizona reported 283.

Supervisor R. E. Dillon

Has Birthday Anniversary

Supervisor Robert E. Dillon quietly celebrated his birthday anniversary at a family dinner Sunday at his home near Beaumont.

His children and families, State Motor Patrolman and Mrs. Ray Dillon of Banning and Mr. and Mrs. Ben F. Bailey of West Riverside, were present. Supervisor Dillon has recovered from his recent weeks of illness following an attack of the influenza some time ago, and is carrying on his office near Beaumont.

LIMOUSINE Service. Phone 4444.

U-DRIVE CARS. Phone 4444.

Little Journeys To Scenic Places

(By Randall Henderson in Calexico Chronicle)

If you have any unkind remarks to make about these winter rains, please temper them with the realization that they are going to create a gorgeous array of desert flowers a little later. The sand is thoroughly soaked this winter, and I dare say a billion odd seeds are beginning to swell already in preparation for a colorful panorama two months from now.

In Palm Springs last Saturday, Don Admiral, the naturalist, told me that he already had identified 31 flowers in blossom in the sheltered fan that approaches Chino canyon. The sandhills at Palm Springs already are covered with verbenas. Desert lilies are spreading their leaves on the ground in many places, and occasionally one finds encelia in blossom in a sheltered cove.

I spent the week-end hiking up and down some canyons which many motorists have passed without suspecting the hidden beauties which are to be found between the rocky walls a few hundred feet above the floor of the desert.

Ramona creek, Dead Indian creek, Ebbens Canyon, Cat Canyon, Grapevine creek—perhaps none of these names sound familiar to a majority of the readers. They are all located in the mountains just west of the Pines-to-Palms highway in the rim of mountains which surround the Coachella valley.

My son and I camped for a night in a wash at the foot of the Pines-to-Palms grade, and spent two days exploring these canyons—all within a radius of six miles of our campsite.

From the highway there is nothing especially inviting about the mountains in this area. Just bare rocks with a straggling growth of Smoke trees and Palo Verdes and Greasewood in the bottoms of the washes. But in Cat Canyon, Ebbens Canyon and along Grapevine creek we found numerous places where little groups of native palms were clustered about tiny springs.

The new road from Indio to Palm Springs has greatly improved the travel conditions—but it is not an unmixed blessing. The traffic on Sunday was nearly as heavy as on a Los Angeles boulevard. It seemed as if the whole metropolitan population had moved out to the desert for the day.

Call a YELLOW CAB. Phone 4444.

REMARKABLE REMARKS

Attorney-General U. S. Webb—"If all the metal in gambling machines was recast, it would make a ladder reaching clear to hell!"

Chief of Police Quinn, San Francisco—"It would take a genius to find an illegal slot machine in San Francisco."

George Starr White, M. D., Los Angeles—"Youth is a state of mind, not a time in life!"

Dr. G. W. Frasier (at Teachers' Institute, Hollywood)—"For a century education has been frozen by tradition, but the thaw is now on."

Chester H. Rowell—"They manage war and government in China almost as chaotically as we conduct the relations of labor and capital here."

Ray Ingles, state director, motor vehicles—"Other states consider the trailer a passing fad, but it is a growing problem in California."

Dr. John R. Lechner, Americanism Educational League, Inglewood—"Invite all aliens who are eligible, to prepare themselves for naturalization, and if they refuse, find out the reason why!"

FOUR INCHES OF SNOW AT 29 PALMS

Mr. and Mrs. Benito, here from 29 Palms Saturday, reported the weather plenty cold at 29 Palms, with four inches of snow covering the valley and deeper measurements on the nearby hills.

TANNER Motor Livery. Phone 4444.

Blanche Rose Kerner

• Individual and Group Instruction for Children and Adults in Classic and Modern Piano.

• Violin, Clarinet, Trumpet, Guitar and Drum Instruction for Beginners.

Los Arboles, Studio 7

Phone 4813 or 5555

Start the New Year Right!—Consult Princess Zoraida

Egyptian Palmist, Clairvoyant, Crystal Gazer and Sand Diviner, will tell you what 1937 holds for you. She stands alone in her unusual work, that of assisting her fellow men and women to solve their problems of Heart, Home and Business. She has helped thousands; she can help you. Hours 10 a. m. to 9 p. m. Test readings 50c.

Princess Zoraida Presents ULA EVANS, the noted Numerologist from Hollywood. Will entertain at parties and bridge teas.

North Palm Canyon Drive and Alejo Street.

Telephone 5950

Palm Springs

Palm Springs Builders' Supply Co.

PIONEER DEALERS

• We will consider it a privilege to consult with you on the proper building materials and building conditions on the desert.

Phone 207

Desert Service Bureau

Classified Business Directory

Employment Registration

Eva Mae Hogan, Mgr.

La Quinta Tower

JANE O'SHAUGHNESSY

Public Stenographer

Phone 6666

lamonte's beauty studio

formerly affiliated with

hepner's inc.

hollywood

j. w. robinson co.

los angeles

El Paseo Bldg.

(Evenings by appointment)

Shampoo and Finger Wave

\$1.00

Permanent Waves

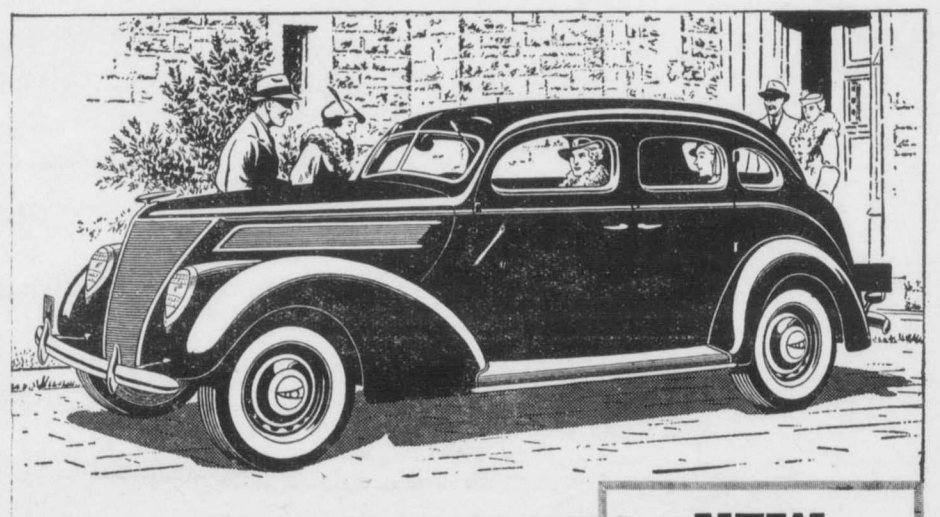
\$5.00 up

Complete facial and scalp treatments

Phone 6981

SWEEPING IMPROVEMENTS

in Economy... Brakes... Beauty... Comfort!



Decidedly more miles per gallon in many models... All models have same wheelbase and same body size.

NEW EASY-ACTION BRAKES!
Self energizing operation—found in no other car at the price—gives greater stopping power with easier, softer pedal action.

NEW ALL-STEEL SAFETY BODIES!
Steel top, steel sides, steel floor... reinforced with steel throughout and welded into a single all-steel unit.

STILL FINER RIDING QUALITY!
Rear seat now 7 inches forward of rear axle for easier riding.

V-8 ENGINES IN TWO SIZES!
Re-designed for greater economy, quietness, and smoothness!

ALSO! Large luggage compartments, with wide outside openings for easy access... easier shockless steering... rich wood-grain finish on all inside trim... smart new upholstery treatments in all models... clear-vision "V" windshields that open... safety glass throughout... more for your money to the last detail!

YOUR FORD DEALER

AUTHORIZED FORD FINANCE PLANS—\$25 a month, after usual down payment, buys any model 1937 Ford V-8 car. Ask your Ford dealer about the easy payment plans of the Universal Credit Co.

THE QUALITY CAR IN THE LOW-PRICE FIELD

THOMPSON MOTOR SALES
PALM SPRINGS

NEW FORD V-8's
The Brilliant "85"
The Thrifty "60"

AT THE LOWEST PRICE IN YEARS



ALL VEGETABLES KEPT ON ICE

Fresh Fruits, Vegetables, Ice Cold "Pop,"

Groceries, Meats, Eggs, Dairy Products

Supplying Palm Springs with the best vegetables during the past 15 years

Canyon Drive In Market

W. C. GUNN, Prop.

South Palm Canyon Drive, Opp. Palm Springs Builders' Supply

New Tennis Court Dedicated at El Mirador

According to Perry Jones, head of the Tennis Association, the tennis exhibition Sunday on El Mirador's new court was one of the most interesting and well attended matches of the season.

In Mr. Jones' opinion the lovely new court at the front of El Mirador Hotel's grounds is second to none in the United States for its beautiful setting and its excellent playing conditions, which appeal to all tennis champions.

The first match of the day was held at one o'clock between Alice Marble and Barbara Winslow, the youthful star who is looked upon as the biggest threat in the women's tennis field. Miss Marble defeated Miss Winslow 6-2 and 12-10. Robert L. Riggs took one set from Sidney B. Wood, Jr., 6-3 and in the men's doubles Gene Mako and Sidney B. Wood, Jr., defeated Joseph R. Hunt and Robert L. Riggs 6-4 and 10-8.

The exhibition was attended by over 500 people, including the entire Racquet Club clan and numerous townspeople and El Mirador guests.

"Sun" Classified

NEW ROLLING HOME HOUSE TRAILER, sleeps four, \$495; one \$1200 Split-Coach used large trailer, for only \$500; used trailers wanted. Pavy's Trailer Mart, rear Standard Station, Palm Springs. s24-p

MODERN TRAILER FOR SALE—Bargain. 493 E. Ramsey, Banning. George J. Spence. s24-27-p

OLD ESTABLISHED CALIFORNIA MANUFACTURER wants active, dependable distributor for its allied health lines for Palm Springs and adjacent territories. Applicant must be financially able to carry stock of merchandise. Consistent local advertising will be carried by corporation to create demand and adequately stimulate your efforts. Distributors in other territories earning \$250 month upward. Business is permanent and established nearly 30 years. Please give details and phone number in your letter. For information and interview, address Box A, Desert Sun office. s24-p

FOR SALE—Team of burros, harness and wagon, \$35. Write 43 East Livingston, Banning Used Furniture. s24-p

REGISTERED NURSE — Wishes patient in her private home. Phone 4262. Write "A. W. C.," Desert Sun. Box 164, Palm Springs. s24

LISTINGS WANTED—Homes, income properties, acreage, lots. Z. V. Decker, Realtor. Hannahs Building. Phone 3594. s24-tf

NOTICE

It is hereby given that M. G. McKINNEY, also known as GLENN McKINNEY, will not be responsible for any obligations or charges of any kind against or concerning the DESERT FORGE of Palm Springs, Riverside County, California, or any other persons doing business under said name or style incurred, or created, after December 31st, 1936.

Dated: January 1, 1937.
M. G. McKINNEY
GLENN McKINNEY
s23-25

LOST—Brown Stonemarten neckpiece on Palm Canyon Drive Thursday. Kindly return to Desert Sun office. Small reward. s23-24p

KINDLING WOOD in bundles (dry)—20c and 35c per bundle at the yard. Palm Springs Builders Supply Co. s20-tf

PIANO TUNING — Herbert Eddy. Phone 5781. s14-tf

FOR SALE—Plymouth 2-door sedan coach; bought new, October, 1934 from Plymouth agency at Hemet. Have never had any mechanical trouble. Gone 37,000 miles. Cash, \$350. Mrs. S. N. Ladic, 1051 North First St., Banning. s24

WORK WANTED—Woman would like general housework and cooking; good references. Inquire at Totem Pole Cafe, Cathedral City, for Mrs. Chance.

WORK WANTED — Man, generally handy, good worker and willing, desires work immediately. Inquire at Totem Pole Cafe for Mr. Chance, Cathedral City.

REGISTERED NURSE will take patient in her home. Private, sunny room; child preferred. Diet specialist. Phone 4262. s24p

FOR SALE—Araby lots, 75x150, \$350 and \$400. 331 Indian Avenue, near Tahquitz Drive, or Box 1117. s24p

Special Sale of de Markoff Preparations

The Village Pharmacy is conducting a special sale this week and all of next, until January 24, on the world-famous Alexandra de Markoff facial preparations. Generous special sizes are being sold for \$1.00 each.

The name Alexandra de Markoff is not the result of a corporate attempt to market a product for the commercial benefits to be derived from it, nor is it merely a "private brand" masquerading under a fine old name, but over which the owner has no control beyond the color of his jars and the design on his labels. This is a matter of family pride, and each presentation must measure up to the high standards of superlative quality made famous by Count Arcadi Ivanovitch de Markoff in the annals of the Russian Imperial Court as far back as the days of Catharine the Great.

"Every product bearing the name Alexandra de Markoff has been used in the family for one or more generations, and has been found to be 'beyond compare.' Every preparation is compounded by hand, under personal supervision, and in my own laboratory, because of the full realization that all which bears my family name must be as fine and as honorable as the name," writes Mr. de Markoff.

"American women have been quick to recognize the sterling qualities of

Social Executives Hold Convention At El Mirador

Personality and conversation flowed like the waters of Niagara Falls at the gathering of hostesses from Southland hotels at El Mirador as guests of Warren Pinney. Mrs. Dovie Golden Colley, El Mirador hostess, arranged the program and entertainment. They arrived on Sunday and stayed until Monday morning when they returned to their various hotels.

Those attending the meeting, which was presided over by Miss Ethel Otis Page, president, from Hotel Huntington, and Miss Mae Griffith, secretary-treasurer, of Hotel Mayfair, Los Angeles, were: Ruth Curry Burns, Camp Baldy; Ella L. Roberts, Los Angeles; Linn F. Magee, Hotel del Tahquitz; Pattie R. Lamberth, Ambassador Hotel; Mrs. Harry W. Otis, Pasadena; Grace E. Milone, Casa de Manana, La Jolla; Alice George Cameron, Wilshire

these preparations, and their endorsement has built the firm foundation of success on the integrity and the tradition of impeccable quality which they have learned to be a part of the name Alexandra de Markoff.

"Even the success of high ideals depends on merit, and in this case the results have proven that the idea was a very good one indeed."

TANNER Motor Livery, Phone 4444.

Apts.; Erma Hubbell, The Elms, Excelsior Springs, Missouri; Ruth H. Hardy, Casitas del Monte; Norma Masterson Fischer, Hotel Figueroa; Florence Hollister, Hollywood Roosevelt; K. Elenor Witteman; Jessie Woodruff Hubbard; Ruth Davis, Marshallia Guest Ranch; Mary M. Rouse, Park Wilshire Hotel; Mrs. Ida F. Hull, Mayfair Hotel; Marcella Pierce, Hotel Leighton; Janet M. Mazwaring, Desert Inn; Flora T. Whitney, Women's Club of Hollywood; Sally Lewis, Hull Hotels; and the hostess, Dovie Golden Colley.

Public Stenographic work done neatly and typing of all kinds done quickly. Call Palm Springs 3594. Kathleen Naef. s16tf-p

Pay telephone bills before the 25th and receive discount. rh-tf

ARENAS LODGE

Mr. and Mrs. Ed Wedekind, who own the exclusive Gus May shop for men in the Hotel Biltmore, spent several days at the Lodge last week.

Mr. and Mrs. Walter K. Lewis and family, prominent residents of Riverside, are occupying a cottage here for a month.

Mr. and Mrs. A. N. Rutan of Santa Ana, with Miss Sarah Rutan of Carrollton, Ohio, and Mrs. James McCalip of Pittsburgh, Pa., arrived for a few days en route to Imperial Valley and San Diego.

Honeymooning at Arenas Lodge this week were Mr. and Mrs. D. L. Clark of Beverly Hills, who will make their future home in Seattle, Washington.

Mrs. C. F. Allen of Phoenix, has arrived for an indefinite stay while enjoying the riding, tennis and other active sports.

From Coronado arrived Commander and Mrs. W. E. Miller and their children, Dorothy and Earl.

Other visitors were Mr. and Mrs. L. J. Morrill and Mr. and Mrs. R. E. Rogers of Seattle, Wash.; Mrs. Thelma Heyl and daughter; Miss Grace Kennedy and Miss Inez M. Kennedy, of Los Angeles; Miss L. F. Williams and Miss M. L. Williams of Pasadena.

Call a YELLOW CAB, Phone 4444.

BARGAINS in heaters, cook stoves, furniture, new and used mattresses, 12-gallon crocks, 4-wheel trailer, at 145 E. 5th St., Beaumont. s1f

STENOGRAPHIC work done neatly and quickly. Call Palm Springs 3594. s14tfp

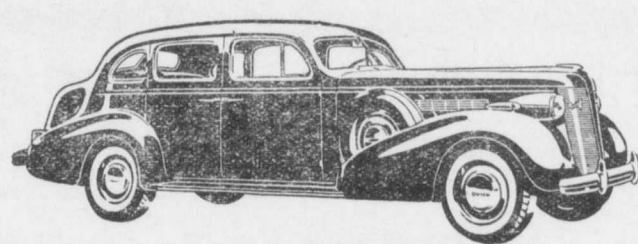
The Chili Hut

For Real Food — Prepared Correctly

CHILI DISHES	SANDWICHES	SALADS
WAFFLES	FOUNTAIN SPECIALS	
STEAKS and CHOPS		

In Bowling Academy Building, Next to Shooting Gallery

DESERT INN GARAGE



SALES  SERVICE

C. M. C. TRUCKS

Complete Automotive Service



Goodyear Tires and Tubes

SMOKE TREE RANCH SCHOOLS

High School and College Preparatory
Grade School and Primary Schools

Three Separate Schools

— Director —
Mrs. Gladys Shafer Doyle, A. B., Columbia University

— Instructors —
Miss Dorothy Furlong, B.A., University of California at Berkeley
Mr. Gordon Wenz, A. B., University of Southern California
Mrs. Farol McQuown, University of Iowa

The Teaching Staff Have Their State Credentials.

For Information Address
MRS. GLADYS SHAFER DOYLE
Telephone 244 Palm Springs

Your 5 SENSES say Drink EASTSIDE ALE

HEAR

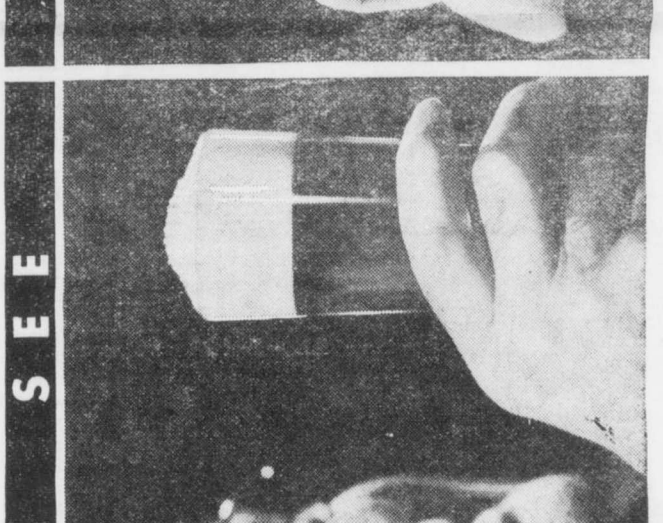
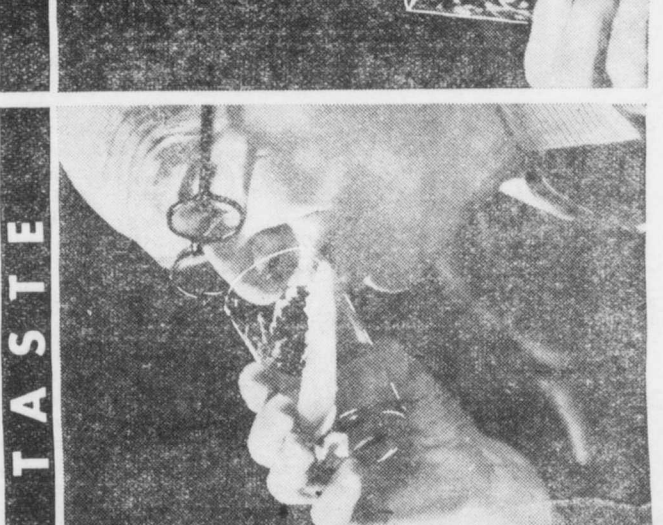
SMELL

SEE

TASTE

FEEL




1. Sounds good to me—

2. Boy, oh boy!

3. Golden Sunshine—

4. Mm-m-m!

5. Ah!

Atmosphere for the Desert Home

Indian Navajo Rugs
•
Indian Drums
•
Various colored gourd strings
•
Brilliantly colored Katchinas
•
Indian Pottery
•
Indian Baskets
•
Cholla Cactus Lamps
•
Bouquet Original Incense

INDIANOYA

Indian Trading Post

In the Heart of Palm Springs

Open Evenings — VISITORS WELCOME

COMMUNITY CHURCH CHOIR HAS NEW ROBES

Appearing in full processional last Sunday morning, the choir of the village church made formal appearance

in their new dark navy blue robes. The choir under direction of Mrs. Ellis Gottbehet, meets for rehearsal Friday evenings at 7:30.

Call a YELLOW CAB, Phone 4444.

Distinctive Corsages Artistic Bowl Arrangements



• Make your dinner party an extraordinary one with a beautiful centerpiece from

Hinkley's Flowers

Onn Andreas Road, Opp. Nevada-California Electric Co.
Phone 3003



helena rubinstein

Announcing the engagement
of Miss Sheila Astley . . .
Beauty Counsellor for
Helena Rubinstein

The week of Jan. 18th to 25th

Free Beauty Consultation

Palm Springs Drug Co.

H. E. "Pat" PATTERSON

Opp. Desert Inn Phone 3333 and 3222 The Rexall Store

Cree Elected

(Continued From First Page)

and women in all vocations are always willing to appear on service club programs.

The Coachella Valley Lions Club is sponsoring the Palm Springs Club, and President Dr. Thackery of that club and Past-President James Nussbaum were present at yesterday's luncheon meeting.

Lion Harris, field secretary of Lions International, was present and outlined the procedure and activities of the club.

Following is the roster of charter members to date:

Murrel Fisher, Dr. Russell Gray, H. S. Scarborough, Francis Crocker, Charles Doyle, Talman Chittenden, Tom Lipps, Max Ransom, Merrill Crockett, Clarence Hyde, Raymond Cree, Eli Rothman, Lndie Britsch, George T. Oliver, A. C. Garner, W. R. Atkin, Joe Schobe Jimmy Cooper, Ernie Fors, Dr. Franz Beurger, Russ Reagen, W. E. Somerville, M. J. Shahan, Florian G. Boyd, A. J. M. Gardiner, John Chaffey, Jack Holditch, Dr. J. R. McCartney, Vincent Savory, H. E. Holden, Alvin Weingarten, Leland L. Evison, Ray S. Wright, Harry A. Batchelor, Dr. Henry S. Reid, Jack Williams, and Rufus Champan. This completes the list of members available at the time of going to press. Next week a complete list of the charter members will be published.

PING PONG TOURNAMENT MONDAY AND TUESDAY AT THE DESERT INN

Next Monday and Tuesday the first annual Palm Springs open ping pong tournament will be held at the Desert Inn. Entries, together with required fees of one dollar for men's and women's singles entries, must be sent to Lorn McHugh, tennis professional at the Desert Inn, care of the hotel, by 9 p. m., Saturday.

Competition in this table tennis tourney will begin Monday morning at 10 o'clock with the semi-finals and finals of both women's and men's events scheduled for Tuesday.

Play is to be governed by U.S.T.T.A. rules and entries may be obtained from Lorn McHugh, or the following tennis pros: Lester Stoefer, Racquet Club; John Lamb, El Mirador; and Frank Feltrap, Del Tahquitz.

Mrs. Hobart Garlick has returned to Palm Springs and Hotel The Oasis of which she and her husband are the proprietors and is recuperating from a long siege of illness. Mrs. Garlick was forced to undergo a serious operation in Oakland in the middle of October and recuperation has been a slow process which necessitated her remaining in the north until the first of the year. She was accompanied back to Palm Springs by her mother, Mrs. O. E. Morris.

Following a severe siege of influenza during which she narrowly escaped pneumonia, Mrs. Thelma Wertheimer, head of the Palm Springs Furniture Company and wife of Al Wertheimer, is recuperating at her home in the Colonial House. She was forced to remain in bed all last week and so serious was her condition that day and night nurses were kept in attendance. She was reported by her physician to be much improved the first of this week.

Phone 3594—The Desert Sun.

State Inspector

(Continued From First Page)

tions of the reservation as well as avert the danger of firetraps and fire deaths. Sanitary conditions have been ordered immediately improved. In fact this vital part of the purge is well under way.

With both housing and sanitation now being placed on a proper plane on the reservation, Palm Springs may well be able to look upon the Indian lands with a little more pride than heretofore.

The federal maintenance crew has now placed the road to Palm Canyon in excellent shape. Finishing its work there, it will immediately apply its efforts to the roads to Andreas Canyon and other sections of the reservation.

Meanwhile other affairs of the Indians have been placed in order and the new program instituted by the federal government is progressing with utmost smoothness, Quackenbush reported.

Bullock's Fashion Show at Desert Inn Tuesday

An informal showing of Palm Springs fashions from Bullock's Palm Springs Shop will take place during the luncheon hour at The Desert Inn next Tuesday at 12:30 o'clock.

It will be under the supervision of Mrs. Louise de Geffene of Bullock's in Los Angeles and approximately twenty attractive models will show these latest creations. The Bullock's fashion events at The Desert Inn during the past seasons have always been among the season's most interesting events for both the ladies of Palm Springs and prominent visitors.

CALIFORNIA LAUNDRY GIVES BEST POSSIBLE SERVICE

N. W. Kelley, manager of the Palm Springs branch of the California Laundry, announces that they now have three trucks on the streets of Palm Springs to give immediate service to anyone calling in for laundry or dry cleaning work.

The California Laundry serves the people of Beverly Hills, Bel-Air, Los Angeles, Brentwood and Palm Springs. A more discriminating clientele would

EVERY EVENING

at the

EL PASEO THEATRE

THE FAMOUS OLVERA PUPPETEERS

Presenting Their 1937

"Rapsallion Revue"

With An All-Star Cast including

Fred Astaire, Ginger Rogers, Laurel & Hardy, Mae West, Duke Ellington and His Orchestra and many others.

Performance 8:15 Children 25c Adults 75c

DAILY MATINEE PROGRAM

— for the —

Palm Springs Theatre

Doors Opens 2:45 P. M.

SATURDAY, JAN. 16
"RAINBOW ON THE RIVER"SUNDAY, JAN. 17
"CRACK-UP"MONDAY-TUESDAY, JAN. 18-19
"MEET NERO WOLFE"WEDNESDAY-THURSDAY, JAN. 20-21
"THREE MEN ON A HORSE"FRIDAY, JAN. 22
"JUNGLE PRINCESS S55"SATURDAY, JAN. 23
"THE PLOT THICKENS"

MATINEE AT THE PLAZA THEATRE

THURSDAY, FRIDAY, SATURDAY, JAN 21-22-23
"COLLEGE HOLIDAY"

The Biggest Little House in Palm Springs

Five charming rooms and sleeping porch or outdoor living room.—New and completely furnished.

OPEN FOR INSPECTION SATURDAY
and SUNDAY

Drive east on Tamarisk to Hermosa, turn left to San Jacinto, turn left to second house on south side.

\$6,750 Complete

An Unusual Home

To see it is to want it—

Seven spacious rooms—

A view worth a million dollars—

Everything your heart desires—

May be leased to May 1st.

\$1,600 Total

Munholland & Company

Palm Canyon Drive, South of Telephone Bldg.

Telephone 3673

be hard to find anywhere in the United States.

The Palm Springs branch is located on Amado Road between Palm Canyon Drive and Indian avenue.

TANNER Motor Livery. Phone 4444.

Mr. and Mrs. Philip Wylie have taken a home in the Desert Sands Tract for the winter. Mr. Wylie is the noted short story writer and novelist. The popular couple have been here at the Desert Inn for the past fortnight.

Palm Springs Theatre

Western Electric

Two Shows Nightly 7 and 9 Matinee Daily, Doors Open at 2:45 P. M.
EARLE STREBE, Manager

FRIDAY . . . Jan. 15

EDMUND LOWE and ELISSA LANDI

— in —

"MAD HOLIDAY"

with Zasu Pitts, Ted Healy, Edgar Kennedy, Edmund Gwenn
Mirth, Murder and Mystery in a Movie Star Romance of Stolen Hearts and a Missing Diamond

SATURDAY and SUNDAY . . . Jan. 16-17

BOBBY BREEN, CHARLES BUTTERWORTH and MAY ROBSON

— in —

"Rainbow on the River"

with Benita Hume, Alan Mowbray, Louis Beavers, Henry O'Neill
and the Famous Hall Johnson Choir
ALSO THE NEW

"March of Time"

MONDAY and TUESDAY . . . Jan. 18-19

EDWARD ARNOLD

— in —

"MEET NERO WOLFE"

with Lionel Stander, Victor Jory, Joan Perry
Comedy, "ANY OLD PORT" Musical, "ANNIE LAURIE"
PARAMOUNT NEWS

WEDNESDAY and THURSDAY . . . Jan. 20-21

FRANK McHUGH and JOAN BLONDELL

— in —

"THREE MEN ON A HORSE"

with Guy Kibbee, Carol Hughes, Allen Jenkins
and Teddy Hart
Cartoon, "SKUNKED AGAIN" SCHOOL FOR SWING
PARAMOUNT NEWS

FRIDAY . . . Jan. 22

"THE JUNGLE PRINCESS"

with Dorothy Lamour, Ray Milland, Akim Tamiroff
and Lynne Overman
Song Hit, "ALPINE RENDEZVOUS"
LOWELL THOMAS—"GOING PLACES" NEWS OF THE DAY

SATURDAY and SUNDAY . . . Jan. 23-24

JAMES GLEASON and ZASU PITTS

— in —

"THE PLOT THICKENS"

with Owen Davis, Jr., Louise Latimer and Paul Fix
Sport Short, "THE SPORTING QUIZ" Comedy, "THAT'S PICTURES"
Cartoon, "PORKY THE WRESTLER" PATHE NEWS

. . . COMING ATTRACTIONS . . .

"THE GIRL FROM PARIS" "GARDEN OF ALLAH"
"ONE IN A MILLION"